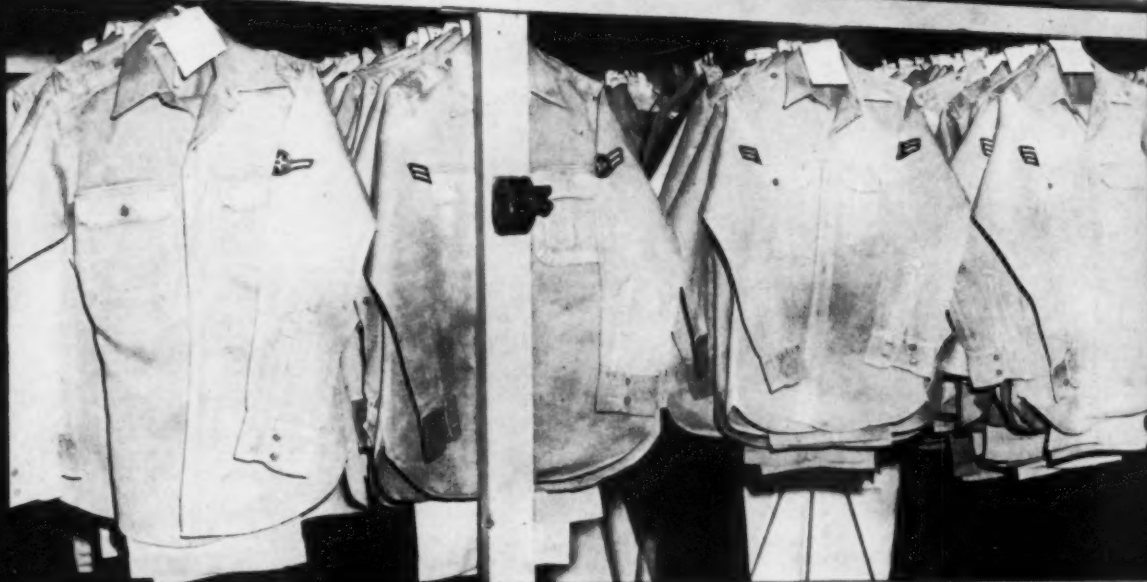
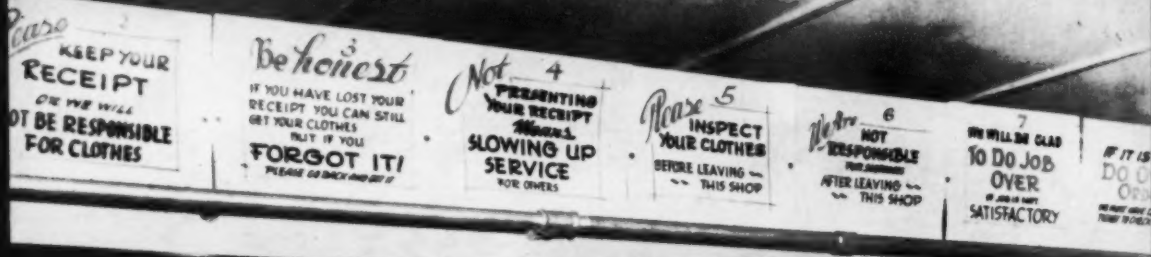


# The National CLEANER & DYER

JUNE, 1951



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ABOVE: Over 60-foot counter at Lackland Air Force Base store of Division Tailors and Cleaners, 20 numbered signs give San Antonio plant's rules. See page 38

## How to improve garment finish . . .



## and save on filtering costs, too!

DRY CLEANERS with an eye for quality find that by filtering with Hyflo®, their solvent becomes "soft" with use . . . helps them turn back garments with such an exceptionally fine finish that even the most particular customers are pleasantly surprised.

In addition—because Hyflo keeps the solvent crystal-clear—they find that spotting and expensive re-running costs are much reduced.

Hyflo works wonders with garments because it is a high speed filter powder with characteristics that are specially suited to dry cleaning requirements. Particle fineness is exactly right for trapping

all dirt (lint, dust, and other solids). The crystal-clear solvent passes freely through the cake that builds up on the screen.

You'll find that Hyflo helps you save on filtering costs, too. It does such a thorough job that solvent requires distilling less often, therefore needs replacement less frequently.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the 48-page Dry Cleaners' Handbook. It's full of valuable suggestions that will help you increase the efficiency of your filtering system and save money too. Johns-Manville, Box 290, New York 16, N. Y.

\*Reg. U. S. Pat. Off.

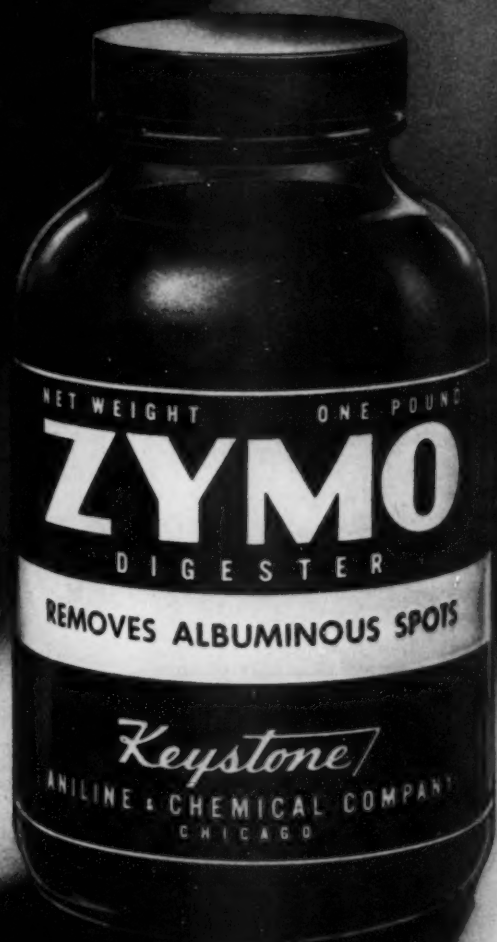


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the original  
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1 Case (6) 1 lb. Jars ... 3.95 per lb.

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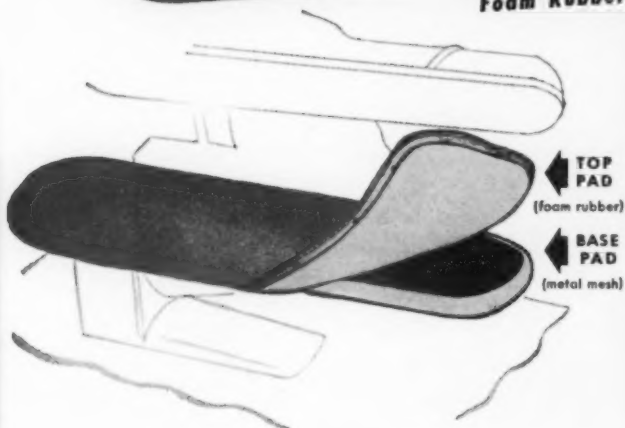
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Foam Rubber + Metal Mesh



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Most economical pad, combining foam rubber resiliency and metal mesh durability.

Provides a higher quality pressing.

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# Resillo

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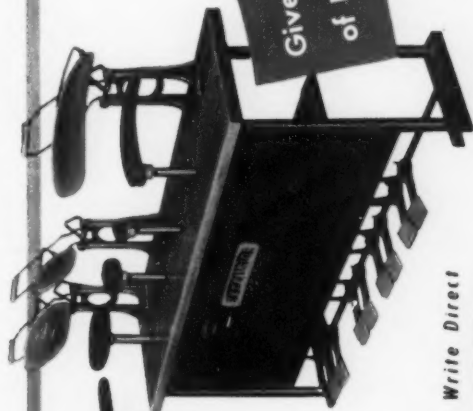
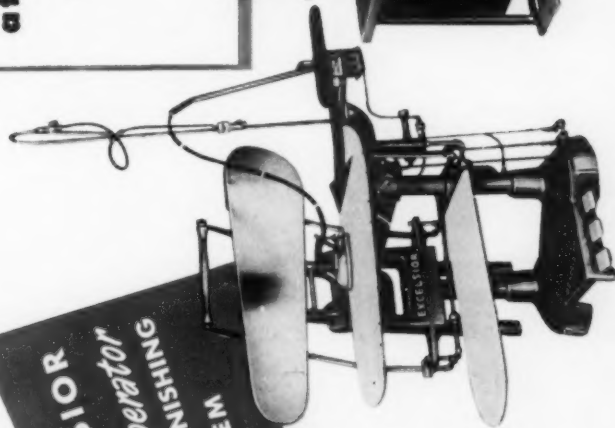
## PRESS PADS

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at the most important advancement  
in finishing methods in the history  
of the cleaning industry

EXCELSIOR  
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STEEL FINISHING



Gives You Greater Profits Because  
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MACHINERY COMPANY

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Distributors in Principal Cities

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VOLUME FORTY-TWO

JUNE NINETEEN HUNDRED AND FIFTY-ONE

NUMBER SIX

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**ROLLIN NELSON**, Art Editor



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Midwestern Advertising Offices, 20 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-8586-87. Edward W. Korbel, Manager.

From April 30 to May 5 Mr. and Mrs. America were apparently standing around in their underwear, because that week was the biggest in the history of the drycleaning industry. Our spies reported this from every section of the country. Practically every cleaner did more business than he did Easter week. Despite the general price increase over this time last year, the boom week was a record in poundage or pieces as well as dollarwise.

### Miscellanea

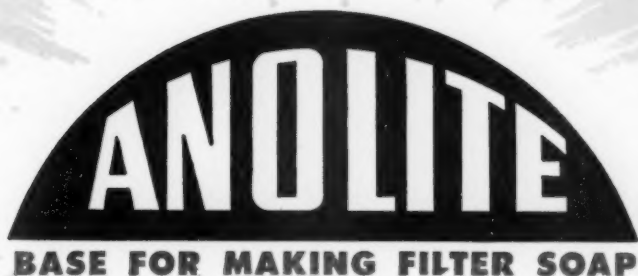
We have a couple of gadgets that came in too late for inclusion in the "Gadgets and Gimmicks" section. One involves the seamstress in an Oklahoma City plant who used to wait on the counter when the boss was out to lunch. Many a customer was startled at the sight of a dozen or more pins or needles stuck into her shapely bosom. A few finally realized she was using her falsies as the handiest possible pincushion.

Mr. Caldwell of Thomasville, Georgia, has found he never has to scrape his filter down. He just cuts the pump at quitting time. The north and southbound streamliners roar by in the night and a half dozen freights rumble past 100 feet from the filter. The vibration shakes the powder and muck off the screens, and in the morning Mr. Caldwell is ready to go again.

We sat in on the accounting and costing talks during several conventions this past year. Pretty soon we realized that 90 percent of the audience in each instance were allied tradesmen. Could that mean that the allied tradesmen are the only ones seriously interested in whether the drycleaners are making any money? You get the idea sometimes that the drycleaners depend on the income tax collector to determine how much their profit has been.

Speaking of allied tradesmen, those drycleaners who think the allied trades should foot the bill every time the cleaners throw a party should have a peek at the average cost-and-profit study for distributors presented at the recent annual allied trades meeting. Averaged from P-and-L statements submitted by many distributors, just as the NICD average is developed for drycleaners, it showed that the average jobber made less money than the average drycleaner.—W.R.P.

You add  
the solvent  
in your plant  
and **save \$32<sup>40</sup> per drum**



By the simple process  
of mixing 45 gallons  
of pure solvent  
with 9 gallons of Anolite  
in a standard drum  
you make 54 gallons  
of the finest filter soap  
in current use  
at a saving of \$32.40  
for each 54 gallons  
you make.

THE LOGIC of this is readily understood when you consider that by utilizing the solvent you already have on hand you

1. eliminate our cost of the solvent itself
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If you manufacture press pads, you'll find that AIRFOAM will help you turn out a vastly improved product. If you own a cleaning establishment, this magic foam latex product will help you to better, faster work. And you'll save money, too, with AIRFOAM. For full information, write to Goodyear, Airfoam Dept., Akron 16, Ohio.

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**SUPER-CUSHIONING BY**

# **GOOD YEAR**

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Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



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Here's a garment getting more than its full share of dirt. It will be in your plant very shortly and the customer will expect prompt, *complete* cleaning service.

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With BUCKEYE NU-WAY Filter Soap in your petroleum solvent you can remove all moisture soluble soils, greases and perspiration stains. Does not build up excess pressure and can be used dry or with added moisture.



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BUCKEYE NU-WAY Filter Soap gives quick, pleasing and *economical* results. Safe on colors and fabrics. Reduces wet cleaning and spotting. No shrinking or wrinkles and assures you of satisfied customers.



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Please send a generous free sample of BUCKEYE NU-WAY Filter Soap, prices and complete instructions for its use.

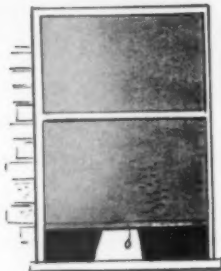
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CITY ..... ZONE ..... STATE .....

Don't get "taken" on a



"BLIND  
DATE"



Insist on the genuine U.S. Patented

# ARROW SPONGE PADS

Why take a chance on unknown imitations  
when you can "date the real thing"



Buying foam rubber sponge pads that are *supposedly* good as genuine Arrow Sponge Pads may prove to be as disappointing to you as our "Casanova's" blind date is to him. Insist on the one and only Arrow Sponge Pad that lasts longer, passes steam and vacuum instantly, and gives better pressing results on any garment. These and other proven features are the reasons for Arrow's continuing and ever growing popularity.

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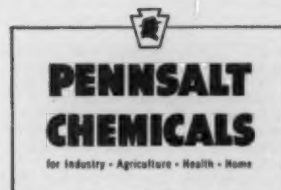
Here's a dry cleaning soap that will help you deal a real blow to rising costs... and still give superior results.

Developed by Pennsalt's Whitemarsh Laboratories to help you solve present day problems, Thriftex is a detergent-emulsifier which forms highly stable emulsions with moisture in stock solutions... disperses moisture finely and evenly throughout the washer. Thriftex is field-proved, too... it has been tested in a number of dry cleaning plants under a wide variety of operating conditions.

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**Don't take our word** for the superiority of Thriftex. Let Thriftex prove itself. Call in your Pennsalt representative and ask him to set up a trial run. Use the coupon, or your telephone, whichever is handier for you. Laundry & Dry Cleaning Department, Pennsylvania Salt Manufacturing Company, Philadelphia 7, Pa.

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Pennsylvania Salt Manufacturing Co.  
2069 Widener Building, Phila. 7, Pa.

- ☐ Please send Service Bulletin #19—"How to Control Moisture"
- ☐ I'd like you to arrange a trial run on Thriftex, no obligation

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Company \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_

## LETTERS to the EDITOR

### Opposes Price Fixing

Dear Editor:

I was perfectly amazed to find in your April issue an editorial discussing in a commendatory way the action of Oklahoma drycleaners in establishing a minimum price on drycleaning in that state.

Such a movement was tried in the Kentucky legislature some six or seven years ago and beaten badly. Our people thought it definitely opposed to the public interest for there to be any legal price fixing.

Our company has consistently charged prices that are the very top in our area, only three cleaners out of some fifty charging as much. But we still believe in the right of any firm, who think they can do as good a job cheaper, to charge whatever price they choose for their service.

It seems to me that such legal price-fixing actions strike at the very root of our free enterprise system. Price fixing merely places a fence around a weak organization and permits it to profit at the public expense.

Surely you have editorialized without thinking too deeply in this matter. Legal price fixing means state control and bureaucratic interference. A type of state socialism that can be very unpleasant indeed.

PETER SPALDING, JR.  
Louisville, Ky. Spalding's Laundry-Dry Cleaning

Consistent reading of our editorials since the end of World War II would make clear our thinking on price-control laws. We think they won't work in the long run for the good of the industry.

The editorial "Public Interest" was meant to point out that price-control laws work out *only* when public interest isn't affected. For instance, as long as the price was kept so low that a large percentage of the drycleaners were charging as much as a quarter more than the minimum, there wasn't much public reaction. But when prices were jacked up there was an immediate shift in demand to the cheaper cash-and-carry service, and a dropoff in call-and-deliver.

No price-control law has yet run up against the acid test of a *sustained* buyers' strike. No community now existing under a drycleaning price-control law can measure the thousands of pounds of drycleaning volume being lost because there is no cheap cleaning in that area. No group of cleaners can estimate accurately how much closer they are to competing with mechanized home cleaning because of the high cost of commercial drycleaning.

Yessir, Mr. Spalding, we agree with you heartily! We were trying to prove that the important job was to improve public relations.—EDITOR.

### Customer-Education Film

Dear Editor:

Referring to your editorial in your April issue titled "Public Interest" you mentioned a movie "After the Ball Was Over." I would like to know more about this film, such as length and size of same, and from whom it is obtainable.

I feel that it would be received with great interest by our local association.

HY GINSBURG  
Beaumont, Texas Hy's Dry Cleaners

The man to get in touch with is J. E. Rowe, chairman of the public relations committee for the Oklahoma Association of Cleaners and Dyers. His address is 315 South Osage Street, Bartlesville, Oklahoma. The film is in color, lasts about 20 minutes, and is, we believe, in 16 millimeter size.—EDITOR.

### Accent on the Wrong Paper

Dear Editor:

From the standpoint of circulation and public relations impact I would say your order of mention of the *World Telegram and Sun* articles and the item by Bill Welsh in the *Herald Tribune* on page 44, your May issue, should have been reversed.

Actually Welsh's article appeared in *This Week Magazine*, a Sunday supplement circulated not only by the *Herald Tribune* but by 27 other leading newspapers throughout the country having a combined circulation of over 10,000,000 copies. The *World Telegram and Sun* item appeared only in New York with a circulation of 326,500 on Saturday and 597,000 on week-days.

But in the "man bites dog" basis of editorial appraisal, Bob Prall's article certainly comes first in reader interest and we commend your manner of reporting it and your initiative in calling the paper's attention to the story's failure to present the facts in true perspective.

ALBERT E. JOHNSON  
Trade Relations Director  
National Institute of Cleaning and Dyeing  
New York City

### "Jobbers" Meant "Bobtails"

Dear Editor:

Are the cleaning supply houses going into the cleaning business, too? On Page 20 of your May issue, under the heading of "Code Revision in Jackson," you talk about "jobbers" operating drycleaning businesses from trucks!

Detroit, Michigan

CHARLEY MORRISON

"Jobber" here meant free-lance truck owners who solicit drycleaning and farm out the actual work. The industry term commonly used for the same type of operator is "bobtail."—EDITOR.

### Manufacturer's Name Wanted

Dear Editor:

I have an Arrow extractor which needs repairs.

The manufacturer's name plate has been lost off this extractor. I thought possibly you would know who manufactures this extractor.

Thank you for your service.

OSCAR L. DONNELL  
Spearman, Texas Wardrobe Cleaners

The manufacturer of the "Arrow" extractor is unknown to anyone in this office and inquiries have not helped any.

I will take the liberty of publishing your letter in hopes some of our subscribers may know who made this. Any response that we get we will pass on to you.—EDITOR.

### Bellevue on Display

Dear Editor:

We always cut out your "25 Years Ago" and "The Little Shop Around the Corner" and put them on display in our stores. Probably some of your readers can use the idea.

Berwick, Pa.

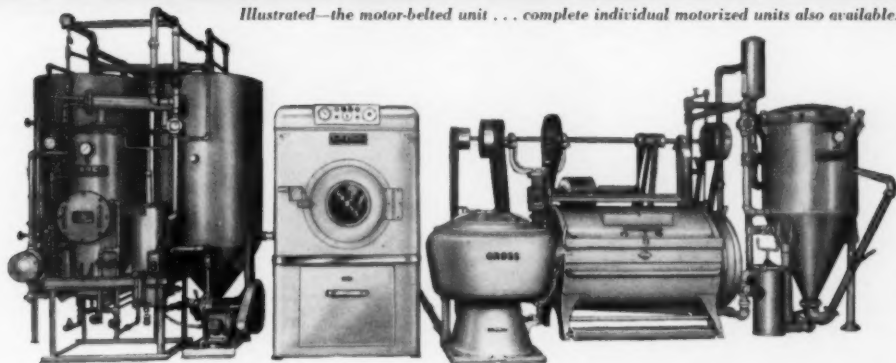
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## ... FULLY AUTOMATIC DRY CLEANING PLANT

*Illustrated—the motor-belted unit . . . complete individual motorized units also available.*



## THE GROSS-OMATIC UNIT For 140° F. Solvent Operation

Here at last is a "packaged" dry cleaning plant . . . fully automatic . . . and planned to fit together. Designed and produced by petroleum dry cleaning machinery engineers, the GROSS-OMATIC UNIT for 140° F.—Petroleum Solvent, is *perfectly balanced for economical high quality dry cleaning.*

It is easily installed . . . absolutely safe . . . and designed for one man operation.

The GROSS-OMATIC UNIT for 140° F.—Petroleum Solvent, makes use of inexpensive, readily available petroleum solvent. Its efficiency enables you to clean more . . . faster . . . at less cost . . . enables you to turn GROSS into NET!



Tested and listed under reexamination service by Underwriters' Laboratories, Inc.

\*Approved for use in California, too!

GROSS-OMATIC UNIT for 140° F.—Petroleum Solvent is available to handle from 50 to 175 lbs. per load.

WRITE FOR FREE BULLETIN G-50 for the complete story of the "GROSS-OMATIC UNIT 140° F.—Petroleum Solvent."



Founded 1923

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*Originators and Manufacturers of the World's Finest Dry Cleaning Equipment*

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BUFFALO 14, N. Y.

*Foreign Correspondence Invited*

"O" WHAT A SPOTTER!

## "O" SPOTTER

Here is the universal, all purpose pre-spotter, stain, oil and grease remover. Fast, safe, versatile! Removes stains from all types ink to lipstick, rouge, pH, varnish, road oil, tar, road grease, perspiration, salad oil, and all organic and inorganic matter. See it in

SAFE ON ALL FABRICS  
SAFE ON ALL COLORS

Contains no chemicals or acid to dry up or dry cleaning system. Leaves no odor. "O" Spotter may be used in napkins, chlorinated solvent and dry cleaning solvent blends with equally good results. By this versatile oil remover and you will say "O" WHAT A SPOTTER! Available in gallon and quart sizes on our money-back guarantee!

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NEW YORK 17, NEW YORK 17



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AND CANADA  
THE NATIONAL CLEANER & DYER  
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**EVERY-WEEK** Customers..



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With the AMERICAN 3-GIRL SHIRT LAUNDRY you can produce beautifully laundered shirts that will quickly build up your volume . . . and do finished shirts at a low cost that will make this extra business *very profitable*.

AMERICAN 3-GIRL SHIRT LAUNDRY can be installed in surprisingly small space, and is so simple to operate that very little supervision is required. One girl marks in, washes, starches and extracts shirts, and wraps them after they are ironed. The other two girls iron shirts on an American 2-OPERATOR MACHINE-FINISH SHIRT UNIT.

You have choice of two types of complete, compact, perfectly balanced AMERICAN 3-GIRL SHIRT LAUNDRIES:—

**Unit "A"** Will produce 2,000 to 2,400 shirts per week in space 10 x 20 ft. Includes Marking Machine, 22 x 25" CASCADE End-Loading Washer, 17" MONEX Extractor, Starch Cooker, 2-OPERATOR MACHINE-FINISH SHIRT UNIT (with Model 113-A Sleeve Press, Model 33-7 Cuff &

Collar Press, Model 111-A Yoke Press, Model 40-C Bosom and Body Press, Shirt Folder, Damp Work Box and Collar Form), complete with all accessories and furniture.

**Unit "B"** (picture above). Will produce 1,800 to 2,150 shirts per week in space 10 by 7 ft. Includes Marking Machine, Model "P" End-Loading Washer, 17" Extractor, Starch Cooker, 2-OPERATOR MACHINE-FINISH SHIRT UNIT (same as in Unit "A" except has Model 33-7 YC Cuff, Collar and Yoke Press instead of separate Yoke Press), complete with all accessories and furniture.

**RIGHT NOW** with summer on the way, and more shirts to be laundered, is the time to get a flying start with an AMERICAN 3-GIRL SHIRT LAUNDRY. **Write today** for free, illustrated catalog.



DRY CLEANING DIVISION

The  
**AMERICAN**  
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

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**A NATIONALLY ADVERTISED**

# NEW NAME!

***to promote and sell  
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2357

## *the NEW '52 fully automatic SEC!*

When you buy a '52 SEC you get features...exclusive features...features that mean something. You get the revolutionary "turbulent" action and "floating power" extraction. You get terrific hourly capacity and phenomenal solvent economy. Yes, when you buy a '52 SEC you get everything you need in one compact unit. You get values and fea-

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THE QUALITY CLEANING PROCESS...

# SEC-cleanized

NOT SURFACE...  
BUT *deep*  
DRY CLEANING

## A New Time-Proven Cleaning Process By SEC!

There's something new, something sensational in the dry cleaning industry. It's "SEC-cleanized"—a nationally promoted quality cleaning process that will bring your customers in on the run. SEC and only SEC brings your customers SEC-cleanized—the deep-cleaning process—the result of SEC's exclusive and revolutionary turbulent action that revitalizes garments to a sparkling like-new freshness without smudges, streaks or odors. SEC-cleanized gives you twice the cleaning action in one half the time.

SEC backs up its sensational new SEC-cleanized

process... backs you up with powerful national advertising and hard-hitting selling aids... all free, all sure-fire sales getters! All planned with one idea in mind—to bring more customers to your store, more sales to your store and more profits to your store.

Yes indeed, the New '52 SEC cleaning unit is packed with features... packed with promotion—and best of all, the all new '52 SEC is packed with profits for you. For your best year yet—get set with SEC-cleanized. Don't put off writing today for all the details as they apply to you!

WRITE—WIRE—PHONE—TODAY FOR ALL YOUR FACTS!



**CLEANING  
SYSTEMS**

SEC-a-matic Corp.  
55 La France Ave.  
Blauvelt, N.J.

A Subsidiary of  
General Precision Equipment Corp.

### NATIONAL PROMOTION

Remember—SEC tells the world the SEC-cleanized story with a powerful advertising campaign in national magazines and over the air. Consumers throughout the country will be making a path to the store that displays the SEC-cleanized emblem... their assurance of top-quality dry cleaning.



### POINT OF SALE AIDS

Remember too, that SEC backs you up with a series of hard-hitting selling aids:—dealer mats, window and counter streamers, door and truck decals, envelope stuffers, consumer booklets, special promotions...all free, all sure-fire helps to increase your sales. Our advertising department is at your disposal.

For June, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER



### DEFENSE DATA

**Use of MRO Rating Limited:** The use of a DO-97 rating by business firms for obtaining maintenance, repair and operating supplies resulted in a heavy run on certain critical materials. These have, therefore, been removed from the list by an amendment to NPA Regulation 4.

Under the amended order, DO-97 ratings can no longer be applied to the following materials of interest to the drycleaning industry:

All basic and inorganic chemicals. This includes perchlorethylene and carbon tetrachloride. The DO-97 rating cannot be applied in buying petroleum products, including Stoddard solvent, fuel oil and gasoline, since they are not controlled by NPA.

Also excluded from the use of the rating: packaging materials and containers; paper and paper products; paints, lacquers, varnishes; wire hangers; tires and tubes.

Among the many items of consumer durable goods to which ratings cannot be applied are office furniture and fixtures, shelving, filing cabinets, store fixtures, lockers, electric fans 16 inches or less, signs and advertising displays, pens and mechanical pencils.

If orders for any of the excluded items were placed with DO-97 ratings before April 16, the ratings no longer have any effect. This does not mean that the order itself is canceled, but that it gets no priority. The purpose of the change is to give rated orders preference over non-rated orders.

In figuring 1950 expenditures for MRO as a basis for setting up quarterly quotas, you may include amounts spent for the now excluded items. However, even though you now order these items without DO-97 ratings, you must charge the amounts spent for them against your 1951 quota.

Minor capital additions (under \$750) cannot be included in figuring your 1950 expenditures for MRO. But they must be charged against your 1951 quota if they are purchased under a DO-97 rating. Unrated orders for minor capital additions need not be charged against the 1951 quota.

**Drycleaning Not Essential for Deferments:** The revised list of industries considered eligible for purposes of draft deferment of employees does not include the drycleaning and laundry industries.

**Restrictions on Nickel:** The NPA has prohibited the use of high nickel alloy in a number of items used by the drycleaning and laundry industries, except for corrosion or abrasion resistance where no satisfactory substitute is practicable. Restricted items include condenser tubing; irons; lint traps; pads for drycleaning presses; piping, valves and fittings; solvent pressure filters, including filter cloth; spotting boards; sump tanks; truck tubs; utensils; water separators; rug pole pins; soap storage tanks; sorting tables; special washers for blankets and silks; starch cookers; rug cleaning machines; ventilating hoods and fans, and water storage tanks.

**Wage-Increase Forms:** Printed forms for reporting wage and salary increases made in accordance with the regulations, together with instruction sheets for filling out the forms, are available at the 50 regional and district offices of the Wage and Hour Division of the Department of Labor.

**Machinery Price Regulations:** Under the new Ceiling Price Regulation 22 for manufacturers, the ceiling price of many manufactured products is set at the highest price during the base period of April 1-June 24, 1950, with adjustments for factory payroll and material cost increases. Sales terms must be the same as those existing during the base period. Commercial drycleaning, pressing and laundry machinery are listed as commodities to be covered by the expected OPS machinery manufacturers' ceiling price order. Regulation 22 does not apply to sales at retail.

**When Construction Began:** The NPA has explained that construction projects for which sites had been cleared before the date of the original basic construction order and its amendment may now be authorized to go ahead. The amendment, dated January 13, 1951, applies to commercial construction requiring NPA authorization. Substantial site clearance is defined as including demolition of buildings.

Outdoor advertising signs have been added to the list of prohibited construction.

An added exemption allows installation of personal property, fixtures or equipment (such as box-type air-conditioning units) where the total cost is not over \$2,000 in a consecutive 12-month period.

# #

**Minimum Wage Order:** Director of Labor Arthur W. Devine of Rhode Island has signed the minimum wage order for laundry and drycleaning occupations in that state, proposed by the wage board and approved by the legislature.

The order, which became effective June 1, establishes a minimum rate of 70 cents an hour for the first 45 hours and \$1.05 per hour for all hours over 45 per week. A learning rate of 65 cents an hour is provided for the first 30 days in an employer's establishment. About 3,000 workers in about 300 drycleaning and laundry establishments will be covered by the new 70-cent minimum.

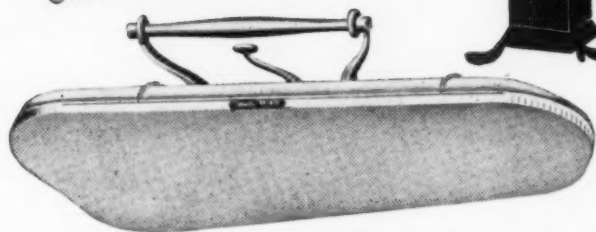
The previous minimum rate for the two industries in Rhode Island was 30 cents an hour, established in 1938.

# #

**Legislation in North Carolina:** The recent session of the general assembly of North Carolina defeated proposed legislation for a minimum wage of 75 cents an hour with a 40-hour week. Also defeated was a proposed amendment which would have repealed the exemption of drycleaners and launderers from paying the state's 3 percent use tax on purchases of machinery and supplies used or consumed in processing, cleaning and

**A NEW PLATE**  
makes your old press  
finish like  
a new one!

© 1951



**Make sure it's a DAVIS Plate**  
**—only Davis can give you Fabric-Renewing Pressing**

A press is only as good as its plate. Replace worn-out plates now with brand new Davis fabric-renewing plates. It's the one sure way to keep your presses performing like new, at the finishing end. Davis Plates are made of bright, long-lasting aluminum . . . they get hot lightning fast, retain the heat to speed every pressing and drying operation. Because aluminum doesn't stain or get dirty, it can't soil light-colored fabrics. Because Davis Plates (utility-press size) have 300,000 perforations, they steam and press faster; steam spreads evenly over the entire pressing surface. The cushion of steam between the plate and the garment prevents shine and impressions. Davis Plates press any fabric, rejuvenate all fabrics, pay for themselves quickly in increased production alone. Don't wait—assure yourself of an adequate supply of Davis Press Plates now!

Hoffman XC05, 07, Pantex 45, N.Y. 42 and other 36" to 46" models. \$14.85  
Mushroom models . . . \$11.00 47" to 54" models . . . 19.25

**Buy an Extra  
Davis Plate  
now — while  
it's available**

**ORDER FROM YOUR SUPPLIER TODAY**

**Davis**  
**SPECIALTIES, INC.**

**MANUFACTURERS • CHICAGO 24**

**Now is the  
time to buy  
HOSE too!**



**DAVIS Uniflex  
Leak-proof Hose  
assures continued  
performance of  
your presses**

The best guarantee of uninterrupted operation of your presses is a set of Davis Uniflex Hose. Ordinary hose is brazed or welded and eventually springs a leak. Davis Hose has a patented leak-proof fitting with mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shut-down of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is completed. Play safe—buy a set for every press.



**Made in all sizes for  
all models of cleaning  
and laundry presses**

laundry work. Amendments to the state's Employment Security Law lower unemployment compensation contributions an average of approximately 40 percent.

# #

**Breakdown of Industry Volume:** An interesting table issued by the U. S. Bureau of the Census shows the proportion of receipts from the different cleaning and laundry services in the two industries. According to the census figures, there are 24,017 cleaning and dyeing plants in the country, with receipts for the year 1948 of \$807,673,000.

Of this amount, \$772,551,000 came from cleaning and dyeing work; \$26,215,000 from laundry; \$4,657,000 from rug cleaning; \$1,285,000 from industrial laundry, linen supply and diaper services, and \$2,965,000 from other services.

# #

**Volume Trends:** The latest NICD report on drycleaning plant receipts shows an increase of 13.46 percent for January 1951 over January 1950, and an increase of 20.27 percent in February 1951 over the same month last year. The report points out that a considerable amount of the sharp February increase may be accounted for by price rises late in December and early in January.

# #

**Public Service by Drycleaners:** The president and general manager of Bornot, Inc., Cleaners of Philadelphia, Walter R. Duncan, has been elected president of the Rotary Club in Philadelphia. Mr. Duncan is also secretary-treasurer of the NICD.

In reporting Mr. Duncan's election, G. Earl Smith, retired chairman of the board of Bornot, calls attention to the increasing number of drycleaners who are becoming leaders in political and social activities.

The Rotary Club of Neligh, Nebraska, has also chosen a drycleaner as its president, Ray Lauritzen, owner of Neligh Cleaners.

Henry J. Shea, owner and general manager of Shea Cleaners, Cambridge, Massachusetts, has been made chairman of the transportation division for the Department of Civil Defense in the City of Boston.

Mrs. Chet Crooks, co-owner with Mr. Crooks of the Bon Ton Cleaners and Augusta Laundry of Augusta, Kansas, has been elected vice president of the local Business and Professional Women's Club.

A new member of the city council of Oklahoma City, Oklahoma, is drycleaner Robert M. Constant. Operator of Diamond, Pantex and Park Estates Drycleaners and Village Laundry and Dry Cleaners, Mr. Constant has served as an officer of the state and Oklahoma County associations. He has also served as a member of the city and county planning commissions, the bond fund advisory committee and the school financial advisory committee. Mr. Constant is a Navy veteran.

Another drycleaner in politics is S. C. Stacey of Stacey's Cleaners, who has been chosen a member of the city council of Milan, Illinois.

# #

**Plant Model Wins Award:** At a recent Trades and Industries banquet at Albany, Oregon, a feature was the exhibition of models by vocational trainees of the group. First prize was won by Wallace Newton, a part-time employee of Hub Cleaning Works, who exhibited a model of the cleaning plant.

**Cleaners Offer Prizes:** As one of the sponsors of a popularity contest on the East Side of Kansas City, Missouri, O. T. Wise of 24th Street Cleaners donated \$5 worth of cleaning to the winner and \$3 worth of service to each of seven runners-up.

Neodesha (Kansas) Cleaners offered \$5 in service to members of the winning bowling team in a tournament sponsored by the local American Legion post.

# #

**Cleaners Address Clubs:** At a meeting of the Rotary Club of Amesbury, Massachusetts, Gilbert H. Kruschwitz, manager of Luxurtone Cleaners, a branch of Ideal Laundry, gave a talk on drycleaning procedures. The address was reported in considerable detail in the Amesbury and Haverhill papers.

A similar address was given by Francis W. Cleary, owner of Cleary Cleaners of Haverhill, Massachusetts, at a meeting of the National Association of Letter Carriers Auxiliary, a women's organization.

# #

**Plant Visits for Public Relations:** In connection with Colorado Dry Cleaners and Laundry Week, celebrated the first week in April, the Home Service Company of Brighton, Colorado, held open house for groups and individuals. Manager Bert Rosenthal distributed gifts to all visitors to the cleaning and laundry plant.

A visit to the Keuka Dry Cleaners plant was a feature of the April meeting of the Welcome Wagon Newcomers Club of Penn Yan, New York.

Members of the Ridgeway (Ontario) branch of the Canadian Association of Consumers were recent guests of C. Lighthouse of Ridgeway Cleaners. After the plant tour, the visitors heard an address by D. H. Currie of the Dry Cleaners Institute (Ontario).

Mr. and Mrs. Joseph Adamowski recently held a Sunday open house at their Salzburg Cleaners plant in Bay City, Michigan. In addition to demonstrating the drycleaning processes, the proprietors distributed gifts to all of the guests.

A plant tour by TV was part of a recent "Industry on Parade" program on the NBC television network. The featured plant was the Douglas Cleaning Co. of Birmingham, Michigan.

# #

**Appeal in Conspiracy Case Dismissed:** The supreme court of Wisconsin has dismissed an appeal by Robert W. Arthur, former district attorney who over a year ago brought action against six wholesale drycleaners of Madison. They were charged with conspiring to control prices. The supreme court dismissal was made on a technicality. The charges are still pending, but in view of the supreme court action they are expected to be dismissed by the circuit court.

Judge Sachtjen of the circuit court had dismissed the charges last October, on the ground that the state had "failed to prove the essential elements of an offense." The defendants had argued that the state price-fixing laws do not apply to services, raising a constitutional question on which Judge Sachtjen did not rule.

# #

**Newspaper Series Continues:** Further articles in the series sponsored by the Associated Dry Cleaners of Franklin County (Massachusetts) and appearing in the Greenfield Recorder-Gazette took up proper care of garments in the home and unserviceable trimmings.

# DON'T WASH PANTS

By JACK

(Paid Advertisement)

Save time and money and double pressing production by following this simple process; besides, the pants will match the coat, and you won't have shrinkage complaints.

Run suits in regular manner, then pick out the pants usually wet cleaned, and turn them inside out. Why? Because pockets will be cleaned better through friction in machine, and tumble drying will shake out wrinkles in pockets and waist bands. You don't have to turn the pants inside out, but it means an additional saving in time and finishing labor. Here's the simple machine process:

1. Load washer not more than one-quarter full when wet, with solvent level below top of garments.

2. Add two ounces of stock emulsion for each pound, pouring emulsion on cylinder while running, and run 15 minutes. The stock emulsion is made by adding a half-gallon of water to one gallon of SOLTEX or TEXSOL and stirring, followed by adding another half-gallon of water and stirring again.

3. Add filter powder and run on filter until clear.

4. Extract lightly and, starting with a cool tumbler, dry at not over 140° F.

This same process also applies for cotton jackets, palm beach, linen and seersuckers or other washables, with the same big saving in pressing. For these use three ounces stock emulsion for each pound.

Most garments will need no further cleaning, but for those with remaining ground-in soil at cuffs and pockets, wet with solvent and scour with a mixture of two parts SOLTEX or TEXSOL and one part water, followed by re-rinsing or run again with another load. Some cleaners prefer to spot and scour with the two parts SOLTEX or TEXSOL and one part water mixture before cleaning and run as above, or in plain solvent.

SOLTEX and TEXSOL have many other applications which will be profitable to you and your customers. Folders giving full details will be sent on request, or better still . . . You can try SOLTEX or TEXSOL at our risk per guarantee offered below, backed by 36 years in the manufacture of dry cleaning chemical products exclusively.

## SOLTEX IS AVAILABLE!

**In Fact . . . The Raw Material  
Situation Has Substantially Improved!**

You can get SOLTEX in at least usual quantities, and we believe this will continue despite false rumors to the contrary. If your supply house does not have SOLTEX, write us.

We have also added a New Product . . . TEXSOL, developed two years ago, which has some added advantages, and sells for the same low prices.

### Check These Low Prices of SOLTEX and TEXSOL

55 Gal. Drum . . . per Gal. . . \$1.30

30 Gal. Drum . . . per Gal. . . 1.40

15 Gal. Drum . . . per Gal. . . 1.50

## TEXSOL DRY CLEANING DETERGENT

New TEXSOL has all the advantages of SOLTEX, plus the added advantages of light color, uniformity, quick emulsification with water, and removable from cleaning solvent with purifying powder. New TEXSOL is used in exactly the same manner as SOLTEX and sells for the same low prices.

You can try SOLTEX or TEXSOL at our risk, for we will ship a 15 or 30 gallon drum freight prepaid, and if after trying 5 gallons, you don't find SOLTEX or TEXSOL the best all around, low cost dry cleaning detergent you have ever used, just send it back by motor freight collect for full credit. You can't lose!

**RIVERSIDE**

**MANUFACTURING CO.**

4919-27 CONNECTICUT, ST. LOUIS 9, MO.

# Production Pacers FOR YOUR SPRING RUSH



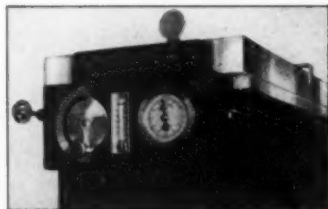
AMERICAN 44x42" ZONE-AIR Dry Cleaning Tumbler, with Automatic Temperature and Cooling Control (optional). 120 lbs. dry weight capacity. Has improved header-type heater. Built-in Lint Drawer furnished optional.



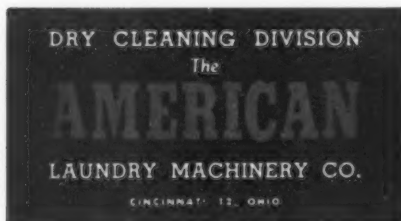
AMERICAN 36x30" ZONE-AIR Dry Cleaning Tumbler, with Automatic Temperature and Cooling Control (optional). 45 lbs. dry weight capacity. Also made 36x18" and 36x24" sizes; 25 and 35 lbs. capacity. Has continuous-tube heater.

## OUTSTANDING FEATURES OF ZONE-AIR TUMBLER

- Dries and thoroughly deodorizes work in shorter runs with less steam.
- Electrically interlocked door latch starts and stops machine automatically.
- Only one easy swinging door speeds loading and unloading.
- Powerful, direct-driven; non-sparking fan produces large volume of high-velocity air.
- Automatic Safety Relief Door and Steam Fire Extinguisher.
- Steam Humidifying Device and Static Grounding Device.
- Available single motor drive, or double motor drive with or without reversing controller.



**Automatic Temperature & Cooling Control**  
Safeguards against shrinkage by automatically maintaining preset drying temperature... Cools load by shutting off heated air a few minutes before end of drying cycle... Times drying cycle and signals operator when cycle is completed.



*Write Today!*

FOR FREE ILLUSTRATED CATALOGS





*Saves Dollars*  
**ON THE SPOTTING BOARD!**



**DREW**  
**DRISYN**

**As Vital to Cleaning as Soap Is to Washing!**

Spotting, Finishing, Wetcleans, Reruns, Extra Handling, Returns, Free Repairs, Lost Customers all add a staggering cost to your operation!

***Want to hold them to the absolute minimum?***

TRY DRISYN! Drisyn saturates garments with millions of active chemical atoms that pull out deeply embedded dirt and stains of all kinds. Drisyn absorbs and controls moisture—can be used with or without moisture! Drisyn prevents redeposition of soil—won't cause pressure at the filter!



TRY DRISYN! Drisyn is the *complete* concentrate—contains no water, no solvent, no inactive materials. One stock "soap" solution cleans every classification . . . gives you cleaner whites, brighter colors, sharper stripes than you've ever seen — and the softest, smoothest "just like new" finish to garments that you've ever felt!

**Ask your Jobber about DRISYN today or write for a DRISYN Folder**

CHEMICAL SPECIALTIES DIVISION

**E. F. DREW & CO., Inc.**

15 East 26th St., New York 10, N. Y.

DRISYN JOBBERS AND SERVICEMEN IN ALL PRINCIPAL CITIES



## BUSINESS BUILDERS

### Fluorescent Sign Paint



An unusual roof-top sign for his new plant has been worked out by O. T. Waldrop, owner of Chandler (Arizona) Cleaners.

The sign is 6 feet long, 3½ feet high and mounted on the highway side of his plant building. The sign has a black background and the letters and cats are painted in fluorescent paint. To help bring out the fluorescent lettering the background of the sign was given a finish coat of semi-fluorescent polish.

Under two overhead floodlights, kept burning day and night, the fluorescent paint produces an unusual effect which is a real eye stopper.

### Tie Rejuvenation

#### Your Favorite Ties Need Not Retire



#### Custom Dry Cleaning Restores Them for Use

How often have you noticed old wearing ties, favorite neckties for years, now retired or worn out?

Restore it to your wardrobe with just \$1.00.

The quality price will come leaving back to life. And our hand process will make it look like new. So check your old and used ties, come in. You'll be happy with the results. Individually at 15 cents, but save on large lots at our special price.

You Get the Extras at Epstein's



CALL OR ASK FOR RAPID CITY WIRE PICK-UP AND DELIVERY SERVICE

Exploiting the well-known weakness of many men for clinging to favorite articles of apparel, however worn, Epstein's Dry Cleaners of Rochester, New York, ran the ad pictured here to stimulate tie cleaning.

The ad catches the eye with its cartoon of four "old men," their bodies simulating limp neckties, hobbling on canes and crutches to an old folks' home.

The copy emphasizes two themes—the possibility of salvaging a favorite necktie for use by having it drycleaned and hand-pressed to "look like new," and a special price offer of eight ties for a dollar instead of the regular 15-cent price.

Memphis, Tennessee, which is headed by Melvin Oelswanger. These white imitation leather packets are printed in the typical gold Kraus trademark.

On opening, the recipient finds one of those woven strips of multicolored mending threads which permit the user to match practically any fabric that is damaged. It also includes a little felt pincushion complete with a needle and several pins.

Mr. Oelswanger has used these sewing kits very successfully in promoting the paid repairs department of Kraus Cleaners.

### Mutual-Benefit Displays



Both ladies' and men's apparel shops and clothing departments of large stores furnish the displays for two sets at Elite Cleaners, Cheyenne, Wyoming. Each display carries a printed card giving the type and style of garment, what store it came from, the price, and the price charged by Elite for drycleaning.

Each display set at the Elite store is 74 inches wide and 67 inches high. A stage effect is created by hangings—a top valance 12 inches deep and side panels each 18 inches wide.

Displays are changed every two weeks. The display on the right is always used for men's garments, the set on the left for ladies'. When the idea was first tried, both display sets were used for women's garments. The Anderson brothers, T. A., Charles and Bill, report that the women were the ones who asked to have some men's garments displayed.

"The displays create a great deal of interest," Bill Anderson said. "We have many customers who come in the first day of any change. The stores which contribute all like the idea and they tell us that a lot of customers come to them after seeing a new model in our display."

### Timely Stitches

A small sewing kit has been distributed to plant visitors and women's clubs by Kraus Cleaners of

### TROY electroclene washers



A streamlined labor-saver, easy to operate and lubricate. Improves your plant appearance... saves solvent... helps increase production. Minimum maintenance required. Motor-driven and belt-driven models. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

Save Labor...  
Save Solvent with

# TROY

## "BUSINESS BUILDERS"

Look ahead! With manpower getting scarcer, NOW is the time to install labor-saving Troy drycleaning equipment.



### TROY-OLSON super-flow filters

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

### super-flow stills

(not illustrated)

Sturdily constructed for long service. Heater and pre-heater coils are removable for easy inspection and cleaning.

**SEND FOR FREE TROY BULLETINS** on all Troy drycleaning equipment, including Troy-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses. Complete with illustrations and operating details.

### ATLAS drycleaning extractors



Help you turn out better quality drycleaning and recover more solvent. Patented "Center-slung" design handles larger unbalanced loads safely. "V" belt motor-driven, 40" and 48" diameters.

**TROY LAUNDRY MACHINERY**  
Division of American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS



Are you prepared to take advantage of this money-making opportunity?

You can—with the aid of

## THE FUR BOOK

By DAVID G. KAPLAN

Outstanding teacher-furrier-consultant

Fur Editor, THE NATIONAL CLEANER & DYER

### THE FUR BOOK

also includes chapters on:

Cleaning, glazing and dyeing. How to make fur accessories. Common problems and how to solve them. Types of furs and how to handle each.

If you handle or plan to handle furs . . . if you want to build up and supplement your storage business . . . if you want a profitable project for the slow summer months . . .

Give a **complete** fur service in your own plant!

Even the beginner can quickly learn from THE FUR BOOK to do simple repairs and remodeling. The more experienced furrier will benefit from the improved and simplified methods in let-out work and other standard techniques. Sample repair and remodeling jobs described step by step—easy-to-follow instructions with many clear diagrams and photographs.

With table of estimated costs.

The NATIONAL CLEANER & DYER  
304 East 43rd Street  
New York 17, N. Y.

Gentlemen:

☐ CHECK

☐ MONEY ORDER

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

Name

Firm

Address

City  State

A complete, practical, self-teaching course in every phase of fur work

only \$7.50



do you realize that **RSR**  
costs you less than 8¢ per gallon  
of digesting solution?

Prove it yourself. You'll find that there are over 50 heaping teaspoonfuls in every jar of RSR. Since only one heaping teaspoonful of RSR is the full amount required to every gallon of water . . . this means you get more than 50 gallons of digesting bath from every pound of RSR!

*Compare this with the cost of other  
products used in your cleaning operation!*

WALLERSTEIN COMPANY, INC. • 180 MADISON AVENUE • NEW YORK 16, N. Y.

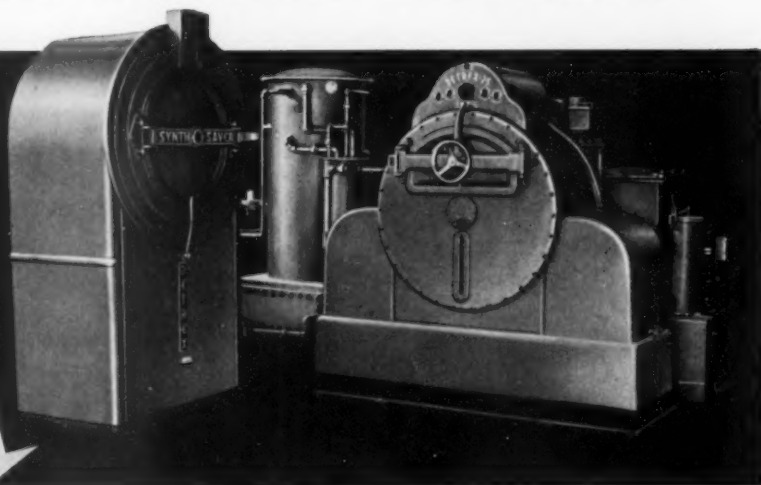


# You're Big Enough Now

## for the DETREX PROCESS

*and  
never  
too  
big!*

GET ALL  
THE FACTS  
*Now!*



DETREX CORPORATION  
Box 501, Detroit 32, Michigan

Rush me the profit story on the Detrex Process.

Name

Title

Company

Address

City  State

*This coupon brings full information. Why not send it today?*

Regardless of volume — check the **PROFIT** advantages of the Detrex Process.

With a \$200 gross weekly volume—the Coronet is yours for a small down-payment—pays for itself, pays for operation and maintenance — all on **LESS THAN YOUR PRESENT WHOLESALE BILL**. Allows for business expansion to \$1200 a week based on a dollar unit price.

The Detrex fully-automatic Regent has capacity to \$2500 in a 40-hour week . . . ideal for package plant operation!

Regardless of your present volume — your profits increase when the Detrex Process is installed. Buy for today's business and tomorrow's requirements.

DETREX CORPORATION

BOX 501, DETROIT 32, MICH.

*The Biggest  
Name in  
Synthetic  
Solvent Units*

**DETREX** DRYCLEANING *Process*

EATON'S

**KWICK BLEACH**

with  
**FLUORESCENT  
BRIGHT-WHITE  
DYE ADDED**



- ★ **Extra Whiteness**—KWICK BLEACH contains fluorescent blue-white dyestuff. Gives goods that "whiter-than-white" look.
- ★ **Safety**—KWICK BLEACH can be used on all fabrics safely. Does not contribute to shrinking or felting of wool.
- ★ **Easy to Use**—KWICK BLEACH can be used in hard or soft water at room temperatures.
- ★ **Economical**—KWICK BLEACH saves both time and labor. Cuts wool bleaching time from 120 minutes to 8 minutes.

KWICK BLEACH combines fast, safe, all-fabric bleaching action with the new fluorescent type blue-white dye. Bleaches all fabrics safely in from 5 to 8 minutes. The added use of fluorescent blue-white dye gives bleached work the "whiter-than-white" appearance comparable with blued laundry work.

KWICK BLEACH is used after goods have been thoroughly washed with either neutral soap or synthetic detergent. Complete rinsing is essential but neutralizing with acid is not advisable.

KWICK BLEACH fills a long-felt need in the dry cleaning trade.



ORDER FROM YOUR DISTRIBUTOR

Established  
in the year  
**1838**

**EATON CHEMICAL AND DYESTUFF COMPANY**

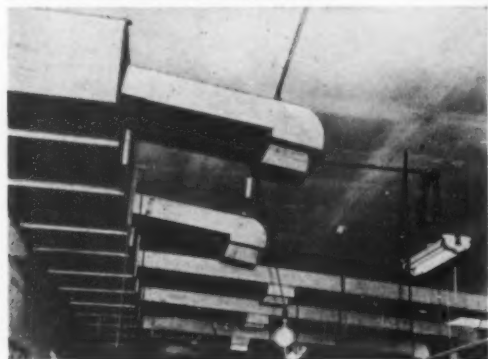
1490 FRANKLIN ST. DETROIT 7, MICHIGAN • Canadian Branch: Montreal and Toronto

## GADGETS and GIMMICKS

### Keeps Three B's in Red

To remind the assemblers and inspectors more forcibly to check for belts, buttons and buckles, Fred Mays of the Orlando Steam Laundry in Orlando, Florida, has his markers note those particular items in red on the invoices. Damages, signs of excessive wear, color change and other potential causes of argument with the customer are also penciled in red.

### Cool Air for Every Press



Filtered cool air is delivered to the finishing room at Varner Kelly Cleaners, Texarkana, Texas, through a metal air tunnel, 30 by 20 inches wide and 40 feet long, hung from the ceiling, with lead-off ducts to six press locations.

The air is drawn by a 24-inch fan from a large water cooler mounted on the roof of the plant. The large air tunnel is bolted to the ceiling of the finishing room along one wall. The lead-off ducts are suspended by rods bolted to the ceiling. A large suction fan in the rear of the room pulls out the hot air from near the ceiling.

"We tried about every sort of cooling system and finally hit on this one," Varner Kelly said. "The few times we have changed press locations we have changed the vents above so that every press or station in the finishing room has its own cool-air vent."

### Drains Vacuum Automatically

Using a check valve in a drain line, drycleaning super Maynard of the Camel City Laundry and Cleaners in Winston-Salem, North Carolina, has his vacuum system draining automatically. He runs a  $\frac{3}{4}$ -inch line from the drain valve of his vacuum tank over to the floor drain in his wetcleaning department. In the line is a check valve that remains open when the vacuum pump is idle but clicks shut the instant the unit starts.

The action is instantaneous, so that no bad effect is apparent at the presses. Yet as soon as the pressure drops after the motor shuts off, the check valve opens and the accumulated water runs out the drain.

### Wrist Magnet



LOST: Name and address of supplier of wrist magnet for holding pins

We can't find out who makes them; Yorgey's Cleansers and Dyers forgets where it got them; but they are very handy little widgets. These are the little magnets that can be fastened to the wrist of a seamstress, inspector or bagger with a leather strap. One dip into a box of pins and she has a supply to last her for several minutes.

If anybody knows who makes them or sells them, won't they please let us know!

In the meantime, a pretty fair substitute for the Reading, Pennsylvania, plant's wristlet can probably be devised with a watch strap and a toy magnet from the five and ten. If that is tried it may be advisable to provide a leather guard under the magnet so that a sudden bump doesn't drive a pin into the girl's wrist.

They're fun to play with, too. They seem to attract the heads of the pins, repel the points.

### Rigid Rack



SLICKRACKS ARE HELD RIGID by suspending them from channel iron, at Sunshine Laundry and Cleaners, Columbia, South Carolina. Channel iron, in turn, hangs by a few supports, thus reducing number of rods, straps and guy wires that normally clutter cleaning-plant overhead

**FINISH Better...FINISH Faster...USE DRYCO EQUIPMENT**

**ELIMINATE  
FOOT FUMBLING  
at the ironing board**



## DrycoMatic THUMB-OPERATED STEAM-ELECTRIC IRON

Just Press Thumb Lightly  
To Get INSTANT Steam

Frees operator from obsolete foot-operated assemblies, allows greater working range on finishing boards, reduces foot fatigue. Ironing is faster, easier. Light pressure on feather-touch thumb control produces INSTANT steam, no reaching for foot pedals. Steam volume can be regulated. Super-comfort handle, stays cool all day long. "Moisture-Conditioned" sole plate prevents water-spotting, even on low heat. Fast-action thermostat. Long-lasting element. No-clog trouble-free construction.



America's Finest  
Finishing Iron

MODEL 6330—with 3-lb. Iron \$82.50  
MODEL 6340—with 6-lb. Iron \$82.50

Includes: Dryco-Matic Thumb-Operated Steam-Electric Iron complete with Dryco Speedway Assembly consisting of cord, steam hose, solenoid valve, Cord-A-Way spring arm, control box with pilot light, steam separator.

**INSTANT  
MOISTURE**  
Where you want it  
When you want it

## Dryco E-Z SQUEEZE WATER SPRAY GUN

SIMPLY REACH...SQUEEZE...RELEASE

Used and preferred by plants everywhere for over 20 years. Fastest, easiest to operate. Trigger extends along entire side. A slight squeeze of the hand sends spray to any spot instantly. Hangs with spray end down, from a coil spring, which pulls gun out of way, handy for next use. Spray volume is adjustable. Strainer prevents clogging. Inner parts non-corrosive. Connects to city water line or Dryco Condenser on steam return line. No air needed.



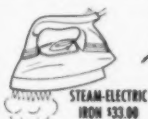
**MORE IN USE**  
than all others combined  
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MODEL F—Dryco E-Z Squeeze Water Spray Gun, complete with 6 ft. hose, coupling, valve and suspension spring.

ONLY \$9.95

**Use Dryco Finishing Equipment To Cut Costs, Increase Production, All Through Your Plant**



STEAM-ELECTRIC IRON \$33.00



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Do you know that Stauffer is among the first and largest producers of cleaning fluids?



**CARBON TETRACHLORIDE**  
99.99% PURE

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- Yes, 'way back when the industry first
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- exceptional purity of Stauffer's Carbon
- Tetrachloride that assures quality, odorless
- dry cleaning. You can benefit yourself and
- your customers by specifying Stauffer's
- Carbon Tetrachloride when ordering from
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- Stauffer's Carbon Tetrachloride,
- 99.99% Pure, is shipped in 55 gallon non-
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*I'm goin' steady  
at the  
MonoWash*



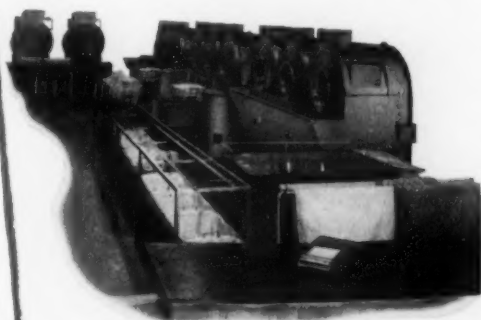
**HOFFMAN'S** new  
package unit laundry  
brings bundles back  
for repeat profits

**JUST WHAT  
MRS. MODERN WANTS!  
ATTENDED PROFESSIONAL  
SERVICE WHILE SHE SHOPS**

Offer homemakers this new kind of laundry service in your neighborhood — and they'll beat a path to your door with family bundles. "MonoWash" is planned for modern living — provides downtown shopping convenience with fast, same-day, professional laundering. Compact, complete, and with low overhead for competitive prices in tune with the times!

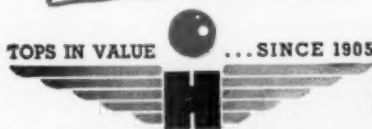
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**Complete! Heavy-Duty Equipment  
Built for ECONOMICAL OPERATION**

Designed to help you merchandise modern laundry service right on Main Street. Your "MonoWash" set-up is neat and inviting. Nine 25-pound open-end washers arranged in units of three, each served by a 20-inch extractor. Three gas-fired tumblers, water heater and necessary accessories. All wiring and piping ready for hook-up. And Hoffman help in establishing your operation.



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# Put your money on the FAVORITE!

*Here's one tip  
that can't lose.  
Put \$5 on . . .*

## THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition by

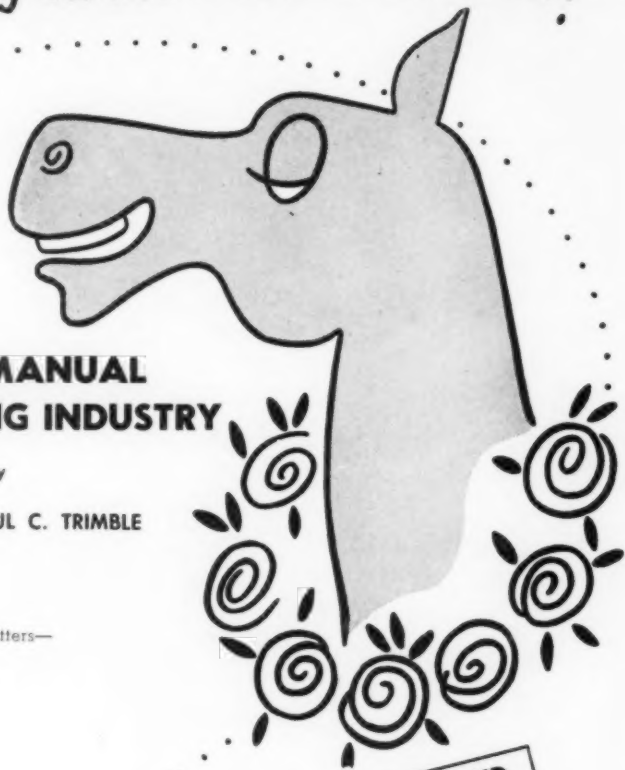
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PLACE the Manual in the hands of your spotters—  
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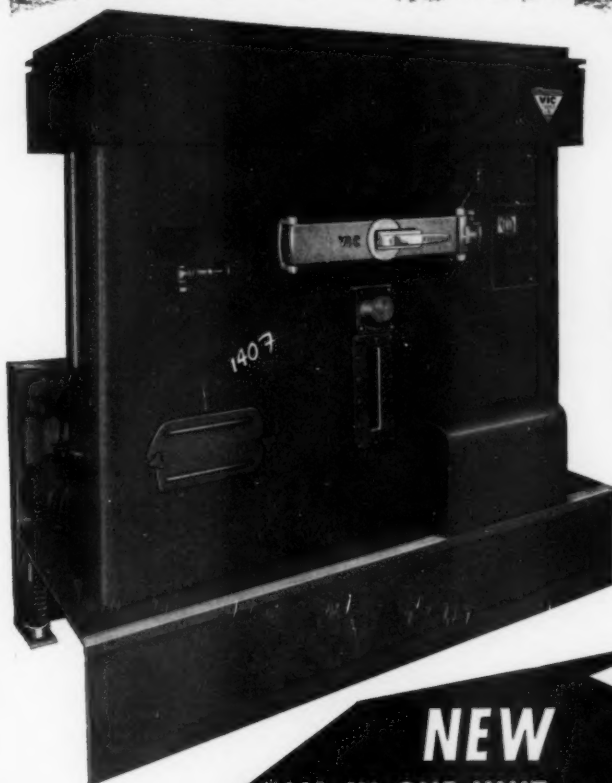
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**\*ALL IN ONE UNIT**

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VIC 140 F DRY  
CLEANING MACHINE  
IS BUILT ON THE  
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**4 \*SPRING  
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\*Vic machines are stabilized  
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No special founda-  
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EXPERIENCED SINCE 1912

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# EDITORIAL

## NATIONAL CLEANER AND DYER

### Who Dropped the Ball?

"How much of your education did you give yourself?" The man who asked that was George Johnson, specialist in "geriatrics," which is the study of how we grow old.

People start aging when they stop learning, was his point. The vast majority of people stop learning when education ceases to be forced on them, whether at the grade-school, high-school, college or graduate-school level. Once parents or the government cease making it possible to attend school or preferable to going to work, all interest in formal education drops in the average individual. Then mental stagnation sets in, except for the immediate requirements of a new job.

Eighty percent of the drycleaners probably fit this description (or 80 percent in any industry).

How about you? Do you broaden your background in your own business with a little supplemental education that your parents aren't forcing on you? A little bookkeeping, maybe; or a correspondence course in simple steam engineering; or a seminar in textiles, finishes and dyes at the local technical school, or a couple of nights a week to study advertising, or selling, or human relations?

Or did you start dying when you finished high school?

### Save by System

Maintenance of equipment and facilities is a big topic for talk today. We pay it lots of lip service. But most of us are like the cleaner who was found under a tumbler the Saturday after he completed the NICD's general course. He'd just finished greasing the tumbler.

"Didn't even know there was a fitting there until I saw it down at school," he said. "Now I'm getting service manuals on every piece of equipment. I'm setting up a schedule for maintenance, and I'm going to stick to it even if the rest of my work suffers. That tumbler's been in place for two years and some of the fittings have never been touched until today, simply because I didn't know they were there!"

That's the secret to servicing equipment. Make it a system. Follow the manufacturer's recommendations to the letter. When your schedule says to give her the grease today, don't put it off until next Saturday.

### Tag Ends of Time

Our friend, Mel Reilly, tossed off a phrase the other day that has bothered us ever since. We don't know whether he coined it or swiped it, but it is certainly descriptive and challenging. The "tag ends of time" needn't be wasted, he urged.

You spend twenty minutes waiting for a bus, fifteen for a luncheon date, seven and a half for the quitting bell. What can you do with that kind of "tag end of time," anyhow?

Of course there's always the *Reader's Digest*, but one successful executive we know carries a little list of minor problems he wants to mull over. Altogether they look like a day's work that you'd love to put off for something more important. But Mac carries his list with him, and whenever he's waiting, he's working. Says he gains a full day each week that way, because although his list is just as big at the end of the week it contains all new problems. He uses those tag ends of time to keep trifles from tugging at his mind when he has other problems.

Confidentially, we're learning to play the piano while the spouse finishes dressing to go out. We can play with two fingers already!

### Who Is the Loser?

A small drycleaner was bragging to us the other day about the \$6,000 he hadn't declared in his income tax return. Through various manipulations he concealed receipts (such as pocketing cash without ringing it up, from time to time). He seems to have done a shrewd job of it. We suspect the Treasury boys probably won't catch up with him.

What bothers us is that he is typical of all of us, ye editor included. The government is fair game today (and maybe it always has been). If we cheated individuals in the same way we welsh on the government, we would be branded criminals in our communities. Yet the government is the collective agency of individuals, ourselves included.

If we spent half the energy choosing good government officials, paying them suitably and guiding them politically, that we do in conniving against them, we'd have a heck of a lot more efficient, effective and democratic administrations. We blame politicians for grabbing, but what kind of example do we set them?

Half the trouble in the world today is that we brag of many things we used to be ashamed of!

Sorry, folks! Just had to get it off our chests.

### Drycleaning and Defense

It's a good time to consider this quote from the report of Norbert Berg at the 1951 NICD convention:

Since the appointment of the Civil Defense Authority in Washington, their thinking along the lines of decontamination is to remove the radiation through burial of garments. Of course, you can understand that after large amounts of clothing or household effects are buried for a period of time in order to rid the garments of the radiation, there will be a huge job of drycleaning and laundering for our industry to do, so we have a part in that type of civilian defense.

Further, we've suggested to our members that they take a very active part, a leadership, in civilian defense measures in their particular localities.

We further pointed out to the government agency that our industries are one of the few industries that are able to get into millions and millions of homes each week to carry messages such as we used during the last war, for purposes of anti-hoarding, conservation measures and so forth. And, of course, they recognize the responsibility of the industry along those lines.

# FASTEST Handling Method Known!



## THIS COMBINATION (Clothes Carts, Sorting Reel, Bag-O-Teer) CUTS HANDLING 50%—PAYS FOR ITSELF OUT OF SAVINGS

### HERE'S WHY:

Every drycleaner wants to get all the work he can through his plant as quickly as possible . . . wants to avoid costly confusion, mix-ups, losses and waste . . . wants to simplify all jobs so that he may simplify training of new workers. He wants to reduce labor by getting more production per operator hour. This BISHOP "Package" is his answer!

**HERE'S HOW:** BISHOP Clothes Carts, plus a Self-Assembling Sorting Reel and a Bag-O-Teer are a combination to give every drycleaning plant—regardless of its size or the system it uses—the perfect garment-handling tools for efficient, profitable operation. Here's what each item will do:

#### SAVE LABOR:

Employees do less walking, reaching, stooping and lifting . . . are less fatigued . . . produce more, faster and easier.

#### SAVE TIME:

By eliminating wasted motions and steps, every minute is economically utilized for actual revenue-bringing output.

#### SAVE SPACE:

Permit more work to be done in less area; open up aisles for faster handling and provide room for more production.

#### SAVE MONEY:

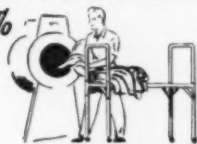
More production per operator and per foot of floor space means lower costs . . . more plant capacity and more profit!

### BISHOP CARTS CUT HANDLING COSTS 50%



Speed unfinished garments from tumbler to spotter to pressers up to 50% faster. Eliminate space-wasting tables, baskets. No stooping or bending. Garments lie flat, easier to finish. Capacity 100-150 lbs. Size 38" long, 18" wide; platform height 26". B2-100, each \$34.50

#### FROM TUMBLERS



#### TO SPOTTERS



#### TO PRESSERS



### SORT TWICE AS FAST IN HALF THE SPACE!

#### BISHOP Self-Assembling SORTING REEL



Sort and assemble clothes twice as fast in half the space. Operator stands in one place . . . the garments come to her! Capacity 350 dresses or 200 suits in space only 6 x 6 ft. when loaded. Height adjustable from 62 to 80 in. Sturdy; can't tip or sag. No. B12-50, \$109.50

### BAG MORE GARMENTS FASTER, AT LESS COST!

#### BAG-O-TEER



Combined bagger, invoice desk and bag storage rack . . . every aid to fast, efficient, effortless bagging right at operator's fingertips, in less than a square yard of floor space. Holds 3 sizes of bags. Height 82". Heavy steel base. No. 830-1D, \$69.50

Order Now FROM YOUR SUPPLIER

HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO,



MANUFACTURERS SINCE 1893





LEFT: CHEVRONS and insignia are handled by one girl with special machine. Should this need repair, duplicate machine is ready with different colored threads for uninterrupted work. ABOVE: CONCESSIONS SUPERVISOR H. N. Webster (left) and Pete Garcia, Division's owner, check work at base store. RIGHT: TAILOR SHOP, managed by Harold Brashears, employs six full-time military tailors; much of work is handled by contract piece tailors. Photos are officer customers. Uniforms from this department are shipped all over the world.

AN UNBREAKABLE RULE at Division Tailors and Cleaners of San Antonio, Texas, is that all work from the Lackland Air Force Base must be delivered within 48 hours. With 95 percent of volume since 1939 coming from the base, plantowner Pete Garcia has worked out procedures which allow him to stick to his rule.

In addition to Mr. Garcia, five San Antonio cleaners have concessions at the large indoctrination base, let on a yearly contract through the Post Exchange. Division handles about 35 percent of the total volume.

The work at the base comes in through three stores or pickup stations, operated by a crew of 25 including the three managers. Mr. Garcia furnishes transportation to and from San Antonio for the employees. Two large trucks stationed at the base shuttle between stores, make one delivery of work to be cleaned to the plant each day at 10:30 A.M. and bring back finished work to the air field.

Alterations and sewing on work which is also to be cleaned are handled at Division's main plant. Press-only work and alterations without cleaning are done at the three base stores. These are open from 7 A.M. to 7 P.M. weekdays and from 8 A.M. to 11 A.M. on Sundays.

Base store No. 1, 25 by 100 feet, does no pressing. It is equipped with six sewing machines and staffed by five repair and alteration girls, three counter girls and the manager. Store No. 2, 25 by 75 feet, has eight employees: a manager, three pressers who operate five combination hothead and utility presses, two counter girls and two alteration girls, who have four sewing machines. The third store is staffed by a military tailor, a seamstress, three clerks and a manager.

The main plant is geared to a schedule of 500 garments per hour, working an 8-hour day.

One factor that speeds the work is the fact that very little spotting is required. The bulk of the garments received, reports Mr. Garcia, are only half as dirty as civilian work. Most of the dirt is water-soluble soil and body acids.

## Cleaning for An

San Antonio Drycleaner Turns  
Garments an Hour for Strict

by LON FANALD

Exceptions are neckties, which often come in with stubborn stains or spots. A large number of ties are cleaned and finished for a charge of 10 cents each. All ties are personally checked by the head inspector. The reason for the extra care given to ties, according to Mr. Garcia, is that he has found through long experience that the plant is judged more or less by the kind of job done on neckwear.

The main finishing line is made up of 43 combination hothead and utility presses. In a separate finishing room there are two units of nine presses each which Mr. Garcia calls his "hot shot" line. These two reserve units are used for peak loads, to maintain Division's rule always to get its work back to the base within the 48-hour period.

Of the 43 presses, two operators use nine for topping and three operators use another nine for legging. The balance of the presses are used for shirts. There is also a three-girl shirt unit for white shirts. Each operator is required to turn out 21 shirts or trousers per hour, with payment based on this quota.

Work coming in to the pressers goes on to a long table 24 inches high and 14 inches wide. In four sections, it runs the full 80 feet of the finishing line. When work is finished it goes back to this table and is picked up by two floor girls and one man, who place the gar-



## Air Base

**Out 500 Military  
48-Hour Delivery**

ments on hangers and start them on a slickrail to the inspector's post and repair section.

In finishing khaki or cotton shirts an eight-lay technique is used. For the first two lays the shirt is pressed double. On the first lay it is folded with the arm out and the right side is pressed. The second lay is on

the left side, also with the arm out. The third lay finishes the left arm and the right arm is the fourth lay. The fifth and sixth lays finish the left and right side of the back, the seventh the collar, and the eighth an opened cuff at each end. One operator uses three presses on the shirt line.

The technique for trousers requires two presses to operate nine topping presses. One presser handles the left side of all nine presses. He places the hip pockets up on the left side. The other finisher places the left and right front pockets on the right side of the press. It requires 3½ minutes for two operators to complete these two lays on nine presses.

The trousers then go to the table in the middle. The line across the table legs the trousers. Here each operator uses three presses, with two lays to each leg. It takes three minutes for one presser with three presses to finish three pairs of trousers.

The same lays are used for wools, except that only one machine is used and one operator handles only one pair of trousers at a time.

After garments are passed by the inspector and buttons sewed on, they go on by slickrail to the base-station rails, where they are assembled by squadrons. Drivers load from these rails to similar squadron rails in their trucks. Besides the two trucks at the air field, three big trucks are stationed at the main plant.

With this system there are no bottlenecks at Division Tailors and Cleaners, nor would there be if the work were doubled overnight. There is enough equipment, and with a little overtime the employees on the regular staff could handle it.

The personnel director keeps in contact with people who will do extra work at the plant if volume requires it. For example, six girls regularly work at the repair and alteration department at the main plant, but there are chairs and machines for six additional girls. The firm has names and telephone numbers of trained repair girls. If necessary, the personnel manager can get on the phone, start out one of the plant service cars, and have the department working with a double crew in less than an hour.

To keep the operation with between 80 and 100 employees running smoothly, the supervisory staff of three at the main plant meet with Pete Garcia daily. Supervisors are Albert Garcia, personnel manager; Johnny Quinones, head presser, and Mrs. Ellen Dornberger, head inspector, whose job it is to keep garments moving and see that the work is out on time.

A breakdown on the total piece volume handled in the over-all operation shows that 85 percent of the

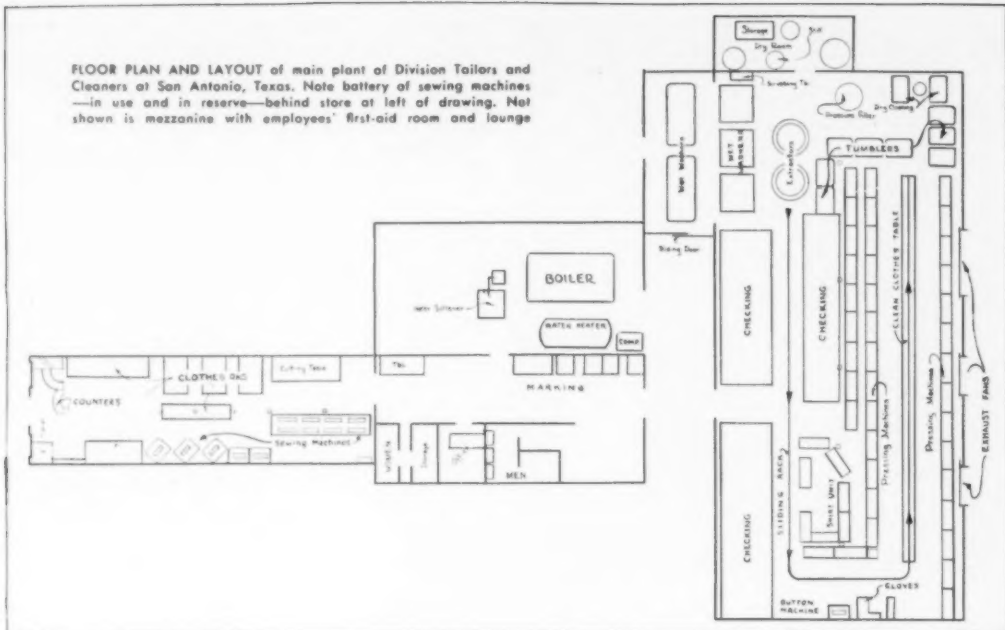


**EIGHT-LAY TECHNIQUE** for finishing khaki or cotton shirts is demonstrated by Johnny Quinones, head presser



**SUPERVISORY STAFF** meets every morning; Pete Garcia goes over problems with (from left) personnel director, head inspector, head presser

FLOOR PLAN AND LAYOUT of main plant of Division Tailors and Cleaners at San Antonio, Texas. Note battery of sewing machines—in use and in reserve—behind store at left of drawing. Not shown is mezzanine with employees' first-aid room and lounge



work goes to the main plant for cleaning and pressing, while 15 percent is pressed only at the base. In dollar volume, on work done at the base 50 percent comes from alteration and repair and 50 percent from press-only.

Claims are handled by branch managers and paid immediately. However, claims have never been a problem and today do not average one a week.

Charges for work, which are set by the Post Exchange Council, are as follows:

	Cleaning and Pressing	Press Only
Trousers (khaki or wool) . . . . .	25 cents	20 cents
Shirts (khaki or wool) . . . . .	25	15
Blouse or jacket . . . . .	25	20
Overcoat . . . . .	75	40
<b>Alterations (base or main plant)</b>		
Lengthening trousers . . . . .	\$ .35	
Taking up shirt in waist . . . . .	.75	
Same for jacket or blouse . . . . .	2.50	
Taking up waist in trousers . . . . .	.45	
Taking up crotch . . . . .	.75	
Putting on insignia . . . . .	.10	
Putting on chevron . . . . .	.20	
Sewing on button . . . . .	.05	

A minimum of bookkeeping is one of the advantages of a military operation. Each Division store at the Lackland Air Force Base turns in to the Post Exchange a daily report of receipts on a simple form, together with 10 percent of all money received. A copy of the report goes to the main plant office and one to the bookkeeper.

The only other report required from the base stores to the plant office is the cash-register slip showing the amount received from alteration and pressing at the store reporting or on work shuttled from another base store to the store reporting, and the amount received for cleaning, pressing and alteration work done by the plant.

Other advantages of military business pointed out by

Mr. Garcia are the extreme concentration of the trade area and the fact that no advertising is required.

In ten years of military operation Pete Garcia has built up some rules which he believes are responsible for success in this field:

**1. Courtesy.** Neat, pleasant girls are selected for the base stores and trained in treating their military customers politely. Mr. Garcia says word gets around about a store that treats the men with courtesy and induces them to bring their work to that store.

**2. Quality.** With military work, this means specifically doing the job the way the men themselves want it—with *plenty of size*, and with alterations that give a custom-tailored fit. Mr. Garcia also reports that this is a new Army; it is advisable to forget World War II and keep alert for changes.

**3. Speed.** This rule applies mainly to alterations done at the base stores. Since the men come in on their free time, the quicker they get out the better they like it. There are no specials, but in addition to the 48-hour delivery on everything that goes to the plant, pressing and most alteration work done at the base are ready the same day.

**4. Service.** Here again, this means giving everything the men want and need. Sewing while-you-wait is a big business builder. So is staying open weekdays until 7 P.M. and on Sunday mornings.

Under service Mr. Garcia lists a point which he considers very important. The men in this Army don't want special favors, he says, but they do take their business where everyone is treated alike. Division employees are taught to give the same service to the new recruit who wants his uniform tailored to fit as to old Army men or officers.

Years of experience with military work have given this San Antonio cleaner not only the know-how for a smooth-running operation but also, apparently, some practical slants on Army psychology. #

# Only Sanitone Dry Cleaners Have This Brand New Idea to Boost Lagging Summer Volume

It's the "COTTON CLINIC" . . .  
a complete "packaged" program

A new Emery "first." A brand new program for handling cotton garments that also builds *all* dry cleaning volume . . . a real "shot in the arm" for summer business. It includes a complete procedure featuring a new solvent-soluble finish for cotton fabrics that guarantees a like-new look and feel.

Backing up this new development is a full-scale advertising and promotion program to let women know about this service and point out its amazing advantages.

The "COTTON CLINIC" is just one more example of the constant research and planning at Emery Industries, all designed to help the Sanitone Licensee obtain a constantly increasing share of the dry cleaning business and profits in his community. For details of the industry's only complete dry cleaning program, write today.

**STOP WASHING YOUR PRETTY COTTON DRESSES AT HOME!**



An Amazing New Secret Known to Just 1000 Dry Cleaners. Restores Cotton Colors, Patterns and Texture Like New Again! Look, we are one of the select group of dry cleaners now offering this miracle service for your finest cotton summer dresses, evening dresses, cocktail dresses, and formal! As late, your cottons can have the same careful handling and fine finishing you expect for silk and wools. Every bit of disc and open-stance like magic! Delicate pastel colors are restored to all their original brightness! And, best of all, a new secret ingredient (not a wash!) restores the like-new texture and touch and gives you that crisp, cool look. Ask about our "Cotton Clinic" today.

PUT YOUR NAME, ADDRESS AND PHONE HERE

**FED UP..**

**FINDS BIG CLUE**

She Had a  
**WILDED LOOK**  
In Summer Cottons



Then She Tried Our New "Cotton Clinic"

PUT YOUR NAME HERE  
ADDRESS - PHONE NO.

**STOP WASHING YOUR PRETTY COTTON DRESSES AT HOME!**



NAME, ADDRESS, AND PHONE NO. HERE

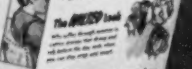
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**SANITONE**

SERVICE

Discover how our  
"Cotton Clinic"  
can make your  
dresses look like  
New again!

HOW YOU CAN BANISH  
THESE COTTON DRESS  
PROBLEMS FOREVER!



Why?

That's why!

## Sanitone DRY CLEANING SERVICE

EMERY INDUSTRIES, INC., Cincinnati 2, Ohio



**TAILOR IN THE WINDOW** helps sell the alteration jobs that keep the rack behind him full

## Small Cleaners Can Sell

**Alterations and Sidelines Boost Volume for Saleswise Partners**

by **WILLIAM R. PALMER**

**SUGGESTIVE SELLING** is even more important to the small drycleaner than to the big outfit. Jack Horowitz and Murray Blumenthal demonstrate that every time they get within earshot of a customer.

Nor does this suggestive selling mean talking, as the photograph here of Jack demonstrates. Jems Cleaners does a rushing business in replacing pockets because he pokes his finger through a hole, waggles it, and tells the customer how much the replacement cost would be.

Paid repairs and alterations represent about 15 percent of the volume done by this little plant serving Larchmont and Mamaroneck, New York. A tailor is kept busy most of the time. The customers can see he's busy because he works right up in the store window. They can see that he does alterations because a dressmaker's form with a partially worked garment on it stands looking over his shoulder. And the fitting room is right behind them at the end of the counter.

All other sidelines are being jobbed out, because space limitations make it impossible to handle anything but the drycleaning and alterations in the plant. Yet the partners push the sidelines because they are in a new shopping center on the edge of a sizable apartment development. They would rather increase the size of the separate orders from the apartments than run all over the two towns for their business. And where they do pick up and deliver they prefer to handle bigger orders with fewer stops.

Thanks to the presence of a launderette in the shopping center and home washers in the apartment basements, Jems Cleaners enjoys a good shirt volume. (If



**NO WORDS** are needed to tell the customer her husband's pockets need replacing. Jack Horowitz only needs to tell her the cost



**THREE-HOUR SERVICE** helps build week-end volume in this small plant





**FINE IN A WINE**

**BUT** *Vintage* **PRESSING**  
**COSTS YOU TIME AND MONEY**

**MODERNIZE for**  
**savings with**

**FASTER**  
**SMOOTHER**  
**LOWER COST**

**MODEL "X" PRESSING**

As one veteran presser aptly said: "Behind the times, behind in the rent."

The hidden charges of finishing with over-age pressing machines may be costing you more than a new Hoffman Model "X." High labor turn-over . . . constant bills for repairs and replacements . . . higher costs for each garment pressed because of balky, slow pressing and extra touch-ups and hand work. Take the word of old press owners who have modernized: the change to a Model "X" means faster, finer work—better-satisfied customers—new, really low costs! The facts are yours without obligation—get them now!



GET THE  
"GOOD WORD"  
ON TRADE-  
IN ALLOWANCES

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**TODAY**

TOPS IN VALUE

... SINCE 1905



**U. S. HOFFMAN MACHINERY CORP.**

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For June, 1951

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43



PERSONAL-SERVICE request brings Murray Blumenthal (right) to counter to inspect customer's problem garment

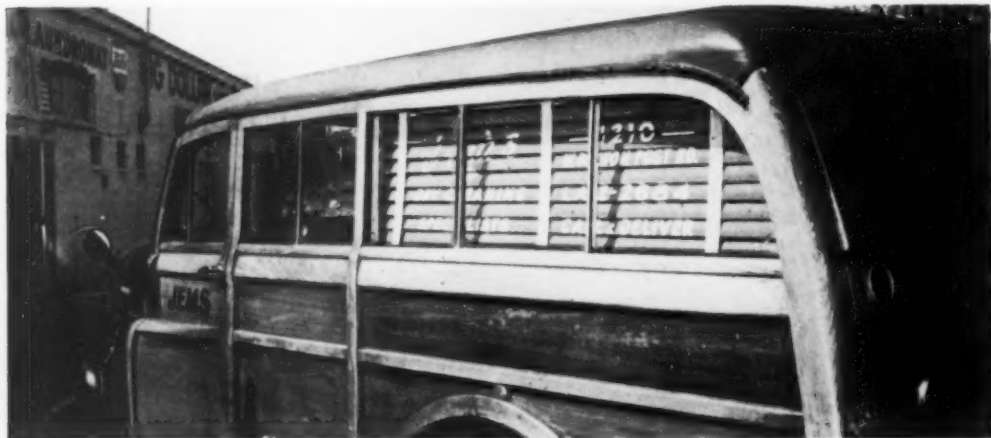
the name "Jems" bothers you, it is made up from the first initials of the partners and their wives.)

Highly successful in promoting their shoe repair business has been a "sanitizing" feature of the service. The repairman uses an ultraviolet device to treat each pair of shoes repaired. Jack Horowitz reports that the shoes are completely deodorized and disinfected. He feels that if his repairman didn't have the service, he himself would install the ultraviolet unit, which can be set on the counter or a table in full view.

When the plant opened a year ago in the new shopping center which is very near the big Mamaroneck high school, the partners purchased a couple of thousand book covers for distribution to the students. The demand has been so great that only a couple of hundred covers remain to begin the next school year. Jack and Murray are satisfied that these book covers served well in acquainting the neighborhood with the services of Jems Cleaners. # #



SHOE SANITIZER has two ultraviolet tubes over which shoes are held by wire form. Shield protects eyes of the observer without screening light completely



VENETIAN BLINDS were used to convert family station wagon to delivery truck

# BLEND SOL

AMERICA'S FAVORITE FILTER SOAP

## ★ Uniformity and efficiency result of 24 years of chemical research

The new Blendsol reflects the know-how resulting from chemical research started when pressure filtration was first introduced to the dry cleaning industry and which has continued without interruption during the ensuing years.

This assurance of strict uniformity has special significance during periods of shortages resulting from war. The high standards for testing of raw materials and finished product which we maintained throughout War II are being followed with equal skill and tenacity during the current emergency. By standardizing on Blendsol the busy operator can direct his attention elsewhere, with the comforting assurance that each washer load will be cleaned with uniformly outstanding results.

### ★ Factory-mixed for busy operators

Blendsol is ready for use, just as it comes from the drum. Skillful mixing at the factory relieves the busy operator from the inconvenience of preparing dry stocks.

When drawing Blendsol from the drum for cleaning those classifications which require no added water, the operator has complete confidence that all ingredients have been perfectly mixed in accurate proportions at the factory.

For those classifications which do require added water, the operator finds that Blendsol lends itself to convenient preparation of outstanding water stocks.

### ★ A scientific blend of highly refined oils, detergents, emulsifiers and homogenizers

Blendsol combines all the ingredients required to provide for insoluble soil removal and whiteness retention when using the popular, streamlined fresh-soap-to-each-batch method in the filter system.

The components selected for emulsification and homogenization also provide for the making of outstanding moisture stocks which in turn disperse into a finely divided colloidal state in washer solvent.

### ★ Expert field technicians at your service

Our field service is nationwide. A factory-trained technician is near you. We invite you to use him as a consultant.

Although the use of Blendsol requires no special instructions, and the directions on the label provide a simple technique for producing quality cleaning, our field technician in your community may be called in for service pertaining to solvent analysis, filtration, distillation and all other phases of cleaning room operation.

- ★ Builds No Filter Pressure.
- ★ Leaves No Trace Of Soap Odor.
- ★ Produces Perfect Dispersion Of Water In Washer Solvent.
- ★ Requires Only Nominal Amounts Of Sweetener Powder For Complete Removal From Filtered Solvent.

*Made by chemists  
who know finers best!*

R. R. STREET & CO., INC.

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CHICAGO 4, ILLINOIS

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# How To Package Rugs

THE IMPORTANCE OF PACKAGING as a merchandising factor was learned by Russell Cuoco in the dry-cleaning business. When Russell Cleaners and Dyers opened its rug department, he made a study of rug packaging, then applied what he'd learned to the particular New Orleans problem.

"We're below sea level here," Mr. Cuoco says, "and it's damp most of the time. Even a freshly cleaned rug, rolled and stored, will mildew in a very short while."

"What's more, we have tough, persistent, determined moths down here. Unless a rug to be stored is moth-proofed, or protected and sealed airtight, there will be moth damage before there's evidence of mildew."

At Russell's rug department, as soon as a rug is taken down from the dryroom it is inspected on the wrapping platform, then immediately packaged.

At the packaging department there is a steel rack which holds two rolls of 80-pound brown kraft wrapping paper, a 30-inch and a 36-inch roll. There is also one 18-inch roll of DDT-treated, scented protective paper. There is a sealing-tape dispenser, a ball of twine and a great rack of 1 $\frac{3}{4}$ -inch-diameter pine rug poles.

The rug is inspected on the wrapping platform. The paper rolls are so hung on the rack that a sheet of the heavy outside paper and the DDT liner can be unrolled on to the wrapping platform at the same time. This double wrapping is pulled out on to the platform for a distance of 18 inches greater than the width of the rolled rug, allowing 9 inches at each end. A rug pole of the correct length is selected and the men begin to roll the rug.

The rug is so placed on the wrapping platform that on the last roll it goes over on to the double paper and is wrapped with the DDT paper next to the rug. The package is then sealed airtight with Russell Cleaners and Dyers printed tape.

The order number is written on the package with marking ink. The identification tag, which has accompanied the rug on its trip through the plant, is tied to the package with heavy twine.

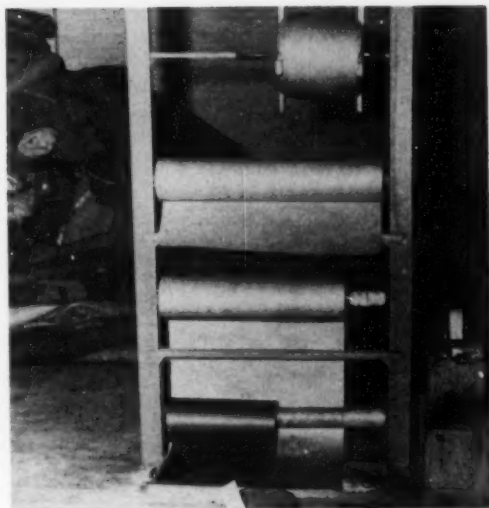
The rug is then ready to be delivered. When it is unwrapped and placed on the floor there is the pleasant new-rug odor which has been absorbed from the scented DDT paper.

On an average 9-by-12 domestic rug the charges for cleaning are \$5.35, for mothproofing \$1, for sizing \$1.50, and for the pole used in packaging 60 cents.

The cost of packaging this rug, exclusive of the time of the two men who handle the work, is 13 cents for the DDT paper, 7 $\frac{1}{2}$  cents for the 80-pound kraft and 3 cents for tape—a total of 23-24 cents.

"Packaging cost is a factor, to be sure," Mr. Cuoco said. "But when the customer gets her rug back from us it is in a neat package which she likes and associates with good workmanship. She knows she can store it in her home for the summer while she uses her lighter floor coverings, without danger of mildew or moth damage to the winter rug."

"She likes the whole idea. We've pleased her. The next time she has a rug to be cleaned, we get it. And packaging has played an important part in building this business."



WRAPPING PLATFORM for rugs has steel rack holding different paper rolls and twine. Sealing-tape dispenser at right



RUGS ARE ROLLED on to 80-pound kraft and DDT-treated inner lining in one movement. Two men inspect and package full time



OWNER Russell Cuoco (left) and Sal Ciolino, office and sales manager of rug department

That Russell Cleaners and Dyers is building this business is evidenced by the fact that the rug department now occupies three full floors with 21,000 square feet of floor space, and is doing a yearly volume modestly quoted at considerably in excess of \$100,000. # #



**VD SPOTTER** unexcelled for pre-spotting and hand brushing of water soluble and solvent soluble stains on silks, celanese, rayons and other fine fabrics.

**PURO** has advantages of chloroform without the disadvantages. Ideal for touch-ups and any spotting without necessity of rerunning.

**SPEEDEE**, the fastest working, safest of all paint, oil and grease removers. Flushes out freely with water or organic solvents such as Stoddard or chlorinated solvents.

**PLUS** unexcelled in removing perspiration and large food stains on dry side without harmful effects of water. Yet, can be used with water if desired.

**WET SPOT** saves costly reruns when dry solvents are used. The chemical make-up of Wet Spot makes it invaluable to the operator because of its ability to remove soil, albumin, paints, oils, and greases, using wet spotting methods.

**ADCO DETERGENT**..the original pine spotter..used by cleaners the world over since 1925.

**NEUTRA**, a neutral wet spotter penetrant and lubricant. Stable to acid or alkali. Safe to colors.



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*Anything any spotter can do,  
they can do better...and at less cost!*

"It costs less to use the best"



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always eyeing the quality of your cleaning. Impress  
them, sell them for keeps on the way to making  
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has eye appeal. It has it—always—when  
you use "400".

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Fabrics" ingredient restores  
and natural cells to every type  
of fabric.
2. 400's maximum efficiency  
means minimum labor costs...  
less "spotting, finishing, wet  
cleaning."
3. 400's "wide margin factor"  
lets inexperienced help do ex-  
pert cleaning.
4. 400's positive moisture con-  
trol insures perfect cleaning  
any time, any place.

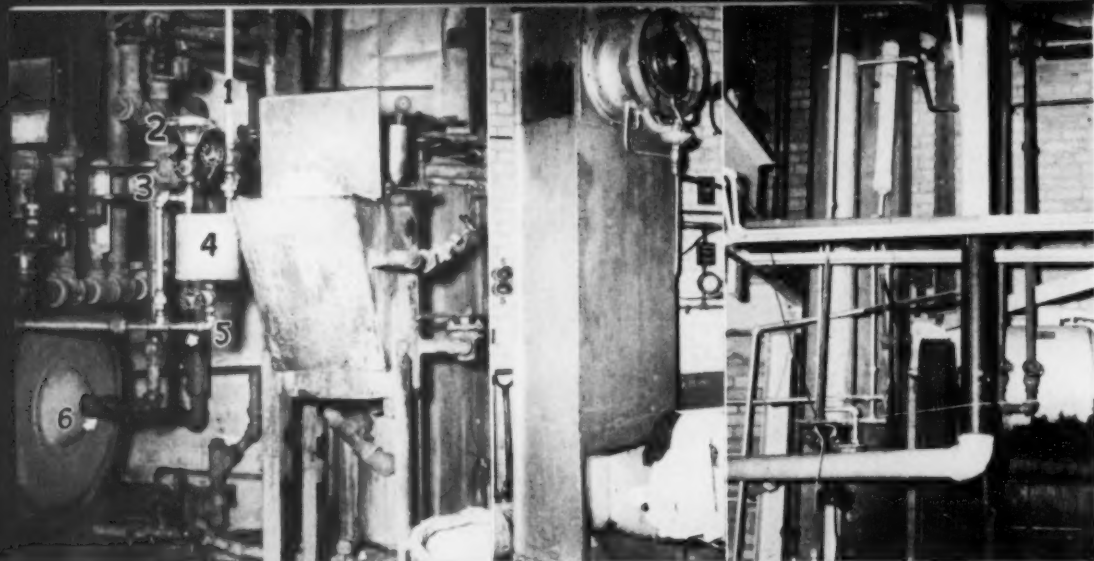


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**400**  
LIQUID DRY CLEANER

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it's made  
by the way it's made.



ABOVE LEFT: INSTALLATION FOR ADDING MOISTURE to cleaning unit: (1) solvent inlet from filter; (2) funnel for adding water; (3) overflow exit to unit; (4) mixing tank; (5) pipe for draining off tank; (6) revolving trunnion carrying main supply of solvent to unit. Chutelike device at right permits adding filter power between unit and filter without passing through load. CENTER: HUMIDIFIER maintains relative humidity of sorting room before cleaning and conditioning of clothes at known humidity level. RIGHT: PIPES CARRYING SOLVENT to filter are jacketed, surrounded with steam in winter, cold water in summer. Thus solvent is kept all year near most efficient temperature of 85 to 90° F.

## Controlled Moisture

### How Detroit Plant Prescribes Amount of Water in the Wheel

THE OPERATOR in the cleaning room knew precisely how much water he should add to the load. He measured out a quarter of the moisture and poured it into the machine during the first 15-minute filter run. The remaining three-quarters he dumped into the wheel on the 6-minute batch operation. The final 10-minute run back on the filter completed the 31-minute cycle.

The operator started the next load confident that the drycleaned pieces would measure up to the plant's spotting pass-up record of at least 50 percent on silks and better than 65 percent on wools.

The use of moisture in drycleaning is—and has been for a number of years—one of the most controversial subjects in the industry. It must be admitted that the theories and practices employed by Hugo Ulbrich, owner of Peter's Cleaners in Detroit, Michigan, will not be upheld by all plantowners or research chemists. Nor can the procedures used by Mr. Ulbrich be adopted in toto by most of the cleaners in the country.

While Mr. Ulbrich maintains that good cleaning is impossible without moisture in the wheel, the vital factor, he contends, is that the amount of moisture must be precise and controlled. Too little moisture cuts cleaning efficiency and too much water threatens redeposition of soil. The Detroit cleaner's methods for regulating the moisture in the wheel only seem pretty elaborate, but he feels the controls are basic in achieving his goal and simple in practice.

If a drycleaning unit is carrying moisture during the processing of a load, there are only three ways that moisture can enter the wheel:

1. It can be carried by a solvent which is not bone-dry before entering the unit.

2. It may be embedded between the fibers of the clothes in the form of natural and variable textile humidity.

3. It may be added directly to the wheel or included in a detergent.

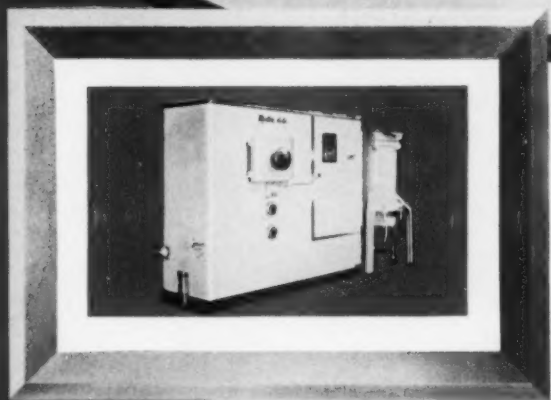
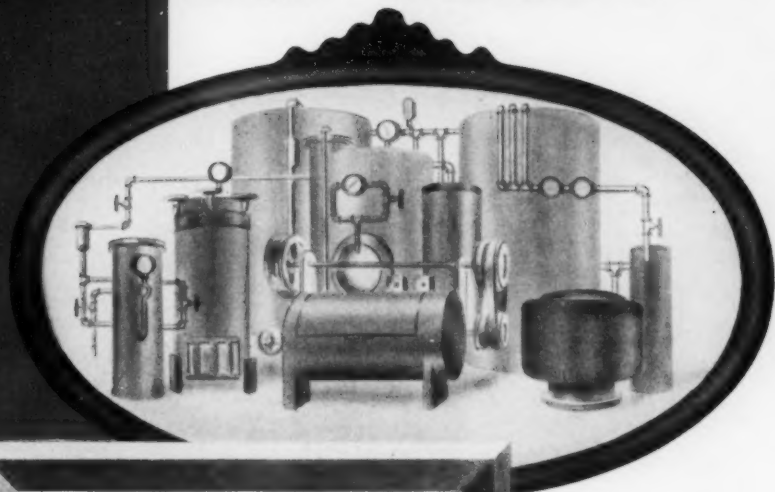
Essentially the key to the Peter's system is the regulation of these three channels.

A centrifugal separator is used to remove any trace of water from the distilled solvent. (Obviously, the vacuum still itself does not extract the moisture since water vaporizes at sea level at 212 degrees F, while all of the Stoddard solvent doesn't begin passing over until something above 300 degrees F.) The centrifugal device works on the same principle as a cream separator. It accomplishes quickly the result which could be obtained over a long period of time if the solvent were stored in a settling tank. In the same manner, cream may be skimmed from milk if it is permitted to stand.

Before going into the storage tanks, the 100-percent-dry solvent is treated with a chemical which breaks the surface tension of the solvent and permits it to accept water. In nature water and petroleum won't mix. The chemical conditioner—and there are a number familiar to chemists—allows the solvent to blend with the water added during the drycleaning cycle. The important point, however, is that the treated solvent is bone-dry when it reaches the cleaning unit.

The amount of moisture carried by the clothes themselves has long been a cleaner's bugaboo. Long experience has proved that redeposition of soil is much more likely during periods of high relative humidity. Mr. Ulbrich has met this problem by storing the soiled

# 1901 OR 1951?



## LARGE CAPACITY • LITTLE SPACE HIGH QUALITY • LOW LABOR COST

Why be satisfied with antiquated machinery in this age of modern science? The new MARTIN 66 PETROLEUM SYSTEM (for 140° or 105° solvent) is the answer to time and money saving quality cleaning. It is fully automatic, doing twice the capacity in one half the space and permits the dry cleaner to devote 90% of his time to spotting and other duties. Act now! Phone your local Martin representative, or write direct to Martin Equipment, for full information on the MARTIN 66.

***Martin*** EQUIPMENT CORPORATION  
777 Hertel Avenue Buffalo 7, N. Y.

pieces overnight in a room with regulated humidity. Consequently, he knows how much moisture is carried by the different classifications of pieces.

With two of the variables under control, the final step is the calculation of the amount of moisture to be added to the wheel during the cleaning cycle. This figure is determined by weight of the load, type of material and relative humidity applied to the pieces. The materials are divided into five classifications: ladies' silks; ladies' wools; trousers; heavy wools such as suits, coats, overcoats and drapes, and mixed cotton and wools.

The amount of water to be added for various classifications at different loads and under particular humidity conditions is based on a series of experiments conducted over a number of years. The goal is to use water

up to the level of maximum cleaning without passing the point at which redeposition of soil will begin.

The moisture is premixed with solvent before entering the wheel. The mixing tank has a funnel at the top for the addition of the water and a line from the filter terminating at the bottom of the mixing tank.

When this line is opened, the solvent rushes into the mixing tank, picks up the water and carries it into the washer through an overflow vent near the top of the tank. The mixing tanks are designed for the various machines so that the concentration entering the washer is at least nine parts of solvent to one of water. Since a carefully determined amount of moisture is involved, the fabric picks it up and no "free" moisture is present for long inside the wheel. After 4 minutes the line to the mixing tank is closed, remaining fluid is drained off at the bottom of the tank and the mixing device is empty and ready for the next operation.

The great bulk of the dry-cleaning in the Detroit plant is done in large combination washer-extractor units of English design, but to illustrate the mixing tank we decided to show the setup on one of the plant's conventional American machines.

The solvent is injected through the center trunnion at each end of the cylinder. Thus the solvent passes directly into the center of the load rather than along the outside of the cylinder. Since the cylinder is in motion, a revolving union of synthetic rubber gasket—impervious to petroleum—is attached to the end of the inlet line.

The important precaution in this installation, Mr. Ulbrich emphasized, is an exact alignment of the union. If the union is set so it will revolve without binding, it will stand up for five or six years. When the synthetic rubber in the union does wear, it can be replaced for about 15 cents.

The pros and cons on the use of moisture in drycleaning may well be argued for years. The position of the Detroit plant may be summarized simply: Water is fine if it is used in precise amounts.

Accuracy in the addition of the correct amount of moisture is made possible by (1) elimination of all water from the solvent itself; (2) allowance for the known volume of water in the clothes, as indicated by the humidity control, and (3) application of water in the wheel based on a series of experiments as to type of garments, weight in each load, and running time of washer, strictly adhered to. This practice, Mr. Ulbrich states, gives uniform work throughout the year regardless of weather. # #

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*proven efficiency* **substitute**  
**for PRE-MARKED**  
**STRIP-TAGS!**

**\$3.30 BOX** (white)

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**1,000 strips** per box

Each box numbered  
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- ★ Instantly revolutionizes marking methods!
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- ★ Clear Bold Numbers . . . No eye strain!
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- ★ Tear them off - staple them on . . . that easy!

**10-BRIGHT COLORS:** numbers 1 to 30 in each color  
300 color number combinations

Ask your distributor or write  
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Also, the NEW

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**TAGS** in six bright colors

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right the first time.



The Solution to  
Greater Pass-Ups on  
**SHIRTS and SILKS**

**NATIONAL  
LEVELER**



Besides cleaning better, LEVELER does the job at less than half the cost of conventional soaps. Here is why LEVELER is superior to anything you have ever used!

55 gal. dr. ....	\$3.65 per gal.	Quantities of 15 gallons and up shipped prepaid.
30 gal. dr. ....	3.75 per gal.	
15 gal. dr. ....	3.85 per gal.	
5 gal. ....	4.05 per gal.	
6-1 gal. ....	4.20 per gal.	
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ORDER FROM YOUR JOBBER OR WRITE TO:

**NATIONAL CLEANERS CHEMICAL MFG. CO.**

**1. TRUE-SOAP ACTION**

LEVELER with its true-soap action surpasses even the paste soaps in soil removal. LEVELER filters readily without undue filter pressure.

**2. REMARKABLE ECONOMY**

LEVELER is highly concentrated—produces a SUPERIOR LIQUID FILTER SOAP at 73 cents per gallon when mixed with 4 parts of solvent.

**3. UNUSUAL MOISTURE STOCK SOLUTION**

Excellent for reversibles, shirts and hard woollens, the famous LEVELER moisture stock formula enables the perfect introduction of moisture at a remarkably low cost.

**4. VERSATILITY**

LEVELER is very versatile and economical to use:  
(a) AS SPRAY-SPOTTER—use 1 part LEVELER to 9 parts solvent.  
(b) AS CONCENTRATED PRESPOTTER—mix 4 parts LEVELER, 3 parts solvent, 1 part water.



STORE COUNTER just to left of shirt unit permits folder to wait on customers when necessary. Customers stand around and watch unit operate

## Shirt Unit Pays in Small Town

Georgia Plant Builds Both Drycleaning and  
Shirt Volume With Full-View Installation

by WILLIAM R. PALMER

OWNERS OF HOME WASHERS, who are numerous in Thomasville, Georgia, are the greatest source of his shirt volume, according to M. B. Bush of Modern Cleaners in that town of 15,000 population. He is quite certain that his shirt business has not substantially affected the volume of the large local laundry.

Mr. Bush has had a three-girl shirt unit in his drycleaning plant for a little over a year now. It is doing sufficient volume in shirts to pay for itself but rarely operates at capacity. Mr. Bush feels that he will never need an additional unit, and questions whether two cleaners in a town that size could both make shirt units pay.

The girls operating the shirt units also have other duties. One helps out on the drycleaning presses, the other fills in at the assembly department. The "wrapper" also works at the counter during rush hours.

This is particularly easy because the shirt-folding table is right at the end of the store counter. Six steps put the girl in position to wait on a customer. Also, the location of the shirt unit by the store counter causes many customers to stand and watch—the next best thing

to having the unit on display in a show window.

Mr. Bush found new drycleaning customers coming to him the day the shirt unit started to operate, and added many new names to his customer list as a result of his shirt service. He believes, also, that the drycleaning volume coming from these new customers is steadier the year around. A shirt customer is likely to bring at least one garment each time she has a shirt bundle.

This new shirt service has been advertised steadily both over the Thomasville radio and in the newspaper. In addition, many of the new customers came strictly from recommendation by Modern customers, mostly home-washer owners who hated to do their own shirts.

Until the supply was too hard to get, Modern Cleaners was wrapping its shirts in cellophane. At last report the cardboard "shell" was being used, the shirts being nested in a collapsible form that holds the shirts on four sides. The top and bottom of the package are the wrapping paper that goes around both shell and shirts.

To sum it all up, Mr. Bush is highly satisfied with his shirt operation in a town of 15,000 population. If he had it to do over again—he'd do it again! # #



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GARMENT DRYERS  
Single or Double



IRONING BOARDS  
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WATER-SPRAY GUNS  
Overhead or Pistol



PUFF IRONS  
Single, Double or Triple Table



STEAM-FINISHING BOARD



GARMENT CONDITIONER



SLEEVE FINISHER



PRE-SPOTTING UNIT



STEAM  
SPOTTING BOARD



PLAIN  
SPOTTING BOARD



VACUUM  
SPOTTING BOARD



STEAM SPOTTING UNITS  
2 or 3 Valve



ELECTRIC IRONS  
(NO STEAM)



STEAM-ELECTRIC IRONS  
ELECTRIC THUMB CONTROL



STEAM-ELECTRIC IRONS  
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IRONS WITH WATER-  
SPRAY GUN ATTACHED



TAILORS IRONS

Today...it's such good sense

to choose  
**CISSELL**

*Consult Your Jobber*



JUDGE LEOPOLD PRINCE presides at New York City's Small Claims Court

## The Judge Views The Drycleaner

With Impartiality Toward the Cleaner,  
The Customer and the Manufacturer

by WILLIAM R. PALMER

IF YOU AS A DRYCLEANER feel the courts of your city are prejudiced against you, take heart. There is a growing trend among judicial minds to hear and heed your story.

Foremost among these has been Judge Leopold Prince, one of three "official referees" in the Small Claims Court of New York City. For 10 years he has been presiding over the "little man's court" where the sums involved are small but the emotional tensions are high. The little man doesn't usually want to go to court unless he's pretty well steamed up.

At Judge Prince's invitation the writer sat with him on the bench to see how such cases were handled. The only observance of our presence was to arrange the day's calendar so that all the drycleaning cases appeared before Judge Prince.

"Referee" describes accurately the methods employed by this lively, 70-years-young judge. He encourages plaintiff and defendant to come to a settlement, if at all possible, and renders judgment only as a last resort.

Most of the drycleaning cases, however, are not settled amicably in court but have to go to trial. In most instances this is because the drycleaner considers the demands of the plaintiff to be much too high. A satisfactory settlement requires proof of the value of the articles damaged or lost.

Judge Prince's first step is to get all the necessary facts, meanwhile subduing the hysteria, soothingly or sharply as the case requires. It is at this point that both customers and drycleaners are frequently at fault for having very few or no facts to back up their claims. To

save themselves time, it is advisable for the disputants to prepare their cases as though they involved greater sums than the \$100 limit.

If Judge Prince can't persuade the parties to the case to try to make a settlement on the facts presented, he may continue the case to a later date to obtain more evidence. Frequently this necessitates sending the garments involved to the NICD for analysis, or to a testing laboratory in New York, or in some cases to the testing laboratory of one of New York's major department stores.

In one instance, a case involving the shrinkage of chair and cushion covers was being heard for the third time. The judge had ordered plaintiff and defendant each to obtain witnesses who were to observe the articles for fit and report to him. The witnesses, who proved to be relatives of the respective parties, disagreed just as violently. Finally the case was continued over for the fourth time with orders to present the covers and a chair or cushion in court.

It is noteworthy that only in this instance and one other was there any doubt of damage, or in other cases, of loss. In all other cases the defendant (the drycleaner) was not willing to pay the amount claimed due by the plaintiff (the customer). Once the facts were clearly established by the judge's questioning, he was frequently able to send the parties into another room where they reached a settlement among themselves. In one case involving a highly emotional woman he was able to encourage a satisfactory compromise before the bench, without having to render judgment.

The other instance in which the damage was questioned shows how Judge Prince has studied the problems of the drycleaner. It involved a heavy bedspread on which were several small brown stains. At the customer's insistence the spotter had worked on one spot in an inconspicuous corner and the color had gone from the bedspread. So she sued. The judge determined that the stains were very probably baby urine, and that the interval between staining and drycleaning was all of three months. He threw the case out!

Judge Prince throws out quite a few cases. Many of them are introduced out of sheer spite, rather than because of injustice to either party. The judge states that the one biggest disadvantage of establishing the Small Claims Courts has been the chance for spiteful people to make a nuisance of themselves at no great cost. Usually these are persons with nothing but time on their hands and a bent for trouble.

The judge has noticed lately a reduction in the number of cases involving lost articles. He credits this to his "preaching" that a drycleaner must expect to pay somewhat more than the "depreciated" value of the lost article. In the first place, the fault for the loss lies with the drycleaner, he points out. The customer has been considerably inconvenienced, particularly if forced to legal action. Finally, the difference between the judgment and the replacement cost comes out of the customer's pocket, possibly at a time not convenient to the customer.

The final case we observed involved two more of the judge's typical situations—the professional sobber and the sharp lawyer representing a big drycleaning chain. The gal couldn't remember where she bought the coat but she knew the price was \$69.50. The lawyer was really giving her the third degree. Finally the judge curbed the lawyer, who was getting too rough, and interrogated her himself.

Eventually judgment was rendered for the depreciated value of a cheaper coat. The tip-off—the ex-

(Continued on page 70)



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... keeps my solvent cleaner"



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# Brush those cuffs **CLEAN**



# How To Use Packaged Boilers

## Shortages of Light Oil May Require Conversion for Burning Other Fuels

by **JOSEPH C. McQUAY**

Consulting Engineer

PACKAGED BOILERS, particularly since World War II, have found favor in many drycleaning and laundry plants because of the solid advantages offered by installations of this type. The present all-out military preparedness program, however, may cause some of these advantages to boomerang.

Let's take a close look at the packaged boiler and see what the advantages are, as well as the drawbacks. Then let's see what steps can be taken to keep the packaged boiler an asset to plant operation.

The chief appeal of any packaged boiler, whether it is a firetube or watertube design, is that it is a completely self-contained unit. In addition to the boiler it includes firing equipment, draft fans, boiler water feed pumps and automatic controls, usually all mounted on a single base.

There is no denying that any plant manager welcomes a piece of equipment all set up and ready to go with little or no extra construction headaches. All that are needed are steam, water, fuel and electrical connections.

When you add to these the strong appeal of automatic operation you can see why this class of boiler has become so important in drycleaning and laundry power plants.

What can happen to spoil such a sweet setup? A major threat is fuel supply. Most of these packaged boilers are oil-fired because firing equipment for this fuel fits in very well with standardized boiler designs. And this is particularly true for the firetube designs. But right here you run into complications.

When the packaged boiler made its debut, fuel oil was fairly plentiful. Many of the earlier types had a domestic-type oil burner fit only for light oil, No. 1 to No. 3. There was some good sound reasoning behind

this. The light oil needed no pretreatment. It could be pulled right into the burner and fired. The packaged boiler was complete in itself.

As recently as 1948 everybody in the power game came face to face with the threat of an oil shortage. A lot of forward-thinking plant operators took steps to get some freedom of action in oil selection. Those steps hold good today.

They converted their boilers to fire a heavier grade of oil (No. 5 or 6), the grade often called Bunker C. This heavy oil actually has many advantages of its own. The most important is, of course, that it costs less. Then too, its B.t.u. content is higher. This means that for every gallon burned, more heat is released within the boiler furnace for making steam.

Still another advantage, particularly now, is that there is more heavy oil available than light. The domestic burners can't handle the heavier oils which means that they don't compete for this grade of oil. In case of a temporary oil scarcity the heavy oil burner is less likely to be affected.

What is involved in converting your boiler to fire a heavier oil? The burner itself may have to be changed. Your manufacturer can very readily supply this information. But, in addition, you have to put in an oil preheater. The reason is that the viscosity of your Bunker C oil, when delivered, is nowhere near where it should be for easy, complete firing. The chart shows the relationship between temperature and viscosity and also the difficulties you can run into at viscosities above or below the desired range for your burner.

The exact temperature to produce a desired viscosity depends on the fuel-oil burner's atomizing method. For mechanical atomizing burners the recommended viscosity is 150 S.S.U. at 100° F. Further, the grade of fuel oil affects the temperature at which this viscosity is reached. The U. S. Navy rule is 125° F. plus the Saybolt Furol viscosity at 122° F. Rotary cup burners handle oils of viscosities up to 300 S.S.U., while steam or air atomizing burners permit an even wider range.

This correction of viscosity by preheating can be done in two stages: (1) a heater in the oil storage tank to raise the viscosity to where the oil pumps easily, and (2) an electric or steam preheater to connect ahead of the burner.

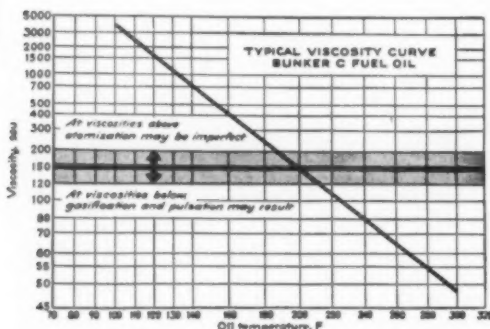
### Other Fuel Alternatives

What else can be done? In almost all oil-fired packaged boilers, gas can be introduced as a second, completely independent fuel. With the spread of natural gas to more sections of the country, this alternate fuel arrangement is an attractive form of fuel insurance. There are a number of burners on the market that can handle either gas or oil and, in some instances, a combination of both.

Mostly because they are built with larger furnace volumes, packaged watertube boilers can successfully fire coal. If the original design has coal-burning equipment the owner is relatively free of serious fuel-shortage headaches. He can fire gas or oil readily in the same unit.

With such a design the operator can fire whatever fuel offers the best price advantage. In some industries the fuel bill often equals the cost of the entire boiler installation within two years.

However, many boiler manufacturers offer a choice of two standard furnace designs for packaged watertube boilers, one for oil or gas, a second for coal, oil or gas. If your boiler is of the first type, then your only step towards fuel flexibility is to put in the second fuel, gas or oil, whichever is the case. # #



VISCOSITY-TEMPERATURE relation for Bunker C oil. Shaded area indicates recommended operating range for mechanical atomizing burners

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ELEVATOR IS LOADED with finished garments for trip from second-floor cleaning room to store on first floor. Note intercom speaker at left



MASTER SPEAKER used by manager Michael Petroccaro to announce reporter's arrival. Speaker is set up on swivel post mounted on counter

## Gadgets Cut Up-and-Down Steps

Time and Motion Savers Put to Work in Multi-Story Plant

by JOHN J. MARTIN

THREE STORIES are used for the operations of Ritz Cleaners, a small plant in Jersey City, New Jersey. Work is received and delivered in the ground-floor store, the drycleaning room is on the second floor, and the basement is used for supply storage.

A few simple mechanical devices save employees much of the "up and down" effort usually associated with such a layout. The same gadgets save owner Nishan Kalajian much worry about time wasted on nonproductive climbing and hauling.

The garment-moving problem has been solved with a homemade elevator between store and cleaning room. Little more than a mechanically operated dumbwaiter, the lift is powered by a 1½ hp. motor. The motor is at the head of the short shaft, on the second floor. A cable runs from the elevator box around pulleys to a counterbalancing weight. Safety requirements are met by a warning bell that rings until the box has stopped moving.

Incoming garments move upstairs to the marker and finished work goes down to the store in the elevator. The box is 22 inches wide, 26 inches deep and 50 inches high; the shaft is about 5 feet long, and running time is less than 40 seconds.

### Speakers Instead of Stairs

Stair climbing from store to cleaning room and vice versa, merely to deliver a message or ask a question, has been eliminated by the installation of a small public-address system. This interoffice communication system makes use of a master speaker and control in the store and three smaller speakers placed in strategic spots in the plant. One speaker is in the manager's office, one in the drycleaning room beside the elevator,

and one in the employees' lunch room next to the wet-cleaning department.

The master speaker permits store employees to talk through any one smaller speaker, or all three at the same time. The magnetic-relay principle of the device permits a four-way conversation. To speak from one small unit to another, a call to the master control is necessary. The opening of a switch then connects the two speakers.

### Solvent Is Piped Up

Time was when a bucket brigade from basement to cleaning room was necessary at Ritz to keep drycleaning washers supplied with solvent. Drums are still stored in the cellar because of space requirements, but buckets have been replaced by a few feet of pipe, a ½ hp. electric pump, a good length of ½-inch copper tubing, and a faucet.

Pipes and power are attached to the drums. Copper tubing runs through a hole in the first floor and up the elevator shaft to a faucet near the washers. A trip to the basement is still necessary to open the valve that permits solvent to flow, but the plug to start the pump is right next to the faucet.

Store crowded? Need help? A flip of the switch, a spoken word, and a plant employee starts downstairs to assist.

Customer calls for a coat stored on the second floor? A flip of the switch, a spoken word, and someone pushes the button that starts the lift and garment to the store.

Solvent running low? A flip of the switch, a spoken word, and the counter girl goes down to open the valve. Plug in the motor, and a few seconds later solvent is drawn off in the cleaning room. # #

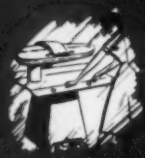
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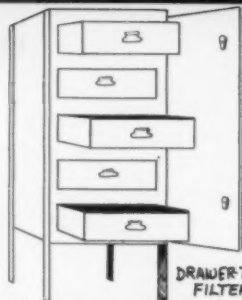
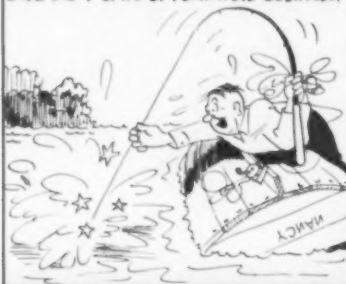
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## JUNE, 1926

JOHN G. ROSSMAN, PUBLICITY COMMITTEE HEAD, ANNOUNCES ELABORATE PLANS FOR CENTRAL STATES CONVENTION... CLEANERS FROM ILL., MINN. & DAKOTA ASSURED OF A WONDERFUL 4 DAYS OF FUN... AND BUSINESS.



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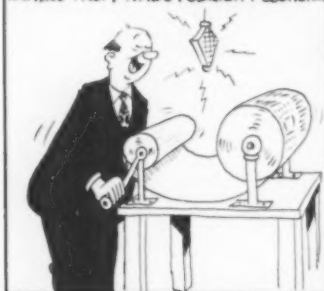
OWNER'S SIGNATURE SEEN AS TRADE-MARK OF A BUSINESS... NEEDS TO BE HANDLED PROPERLY TO ASSURE THE SUCCESS OF ANY BUSINESS VENTURE.



# 10 YEARS AGO..

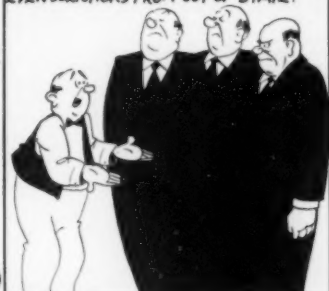
## JUNE 1941

NADC PUBLICITY DRIVE CONTINUES IN PRESS & OVER RADIO... 38 RADIO STATIONS COAST TO COAST ARE NOW REGULARLY ACCEPTING PUBLICITY RELEASES FROM NADC PUBLICITY COUNCIL.



QUARTERMASTERS THREATEN TO OPERATE OWN CLEANING PLANTS AFTER COMPARING N.Y. CIVILIAN PRICE OF 19¢ FOR 3 PIECE WOOL SUITS AGAINST CHARGES FOR ARMY WORK OF: 25¢ BLOUSES, 25¢ TROUSERS, 20¢ SHIRTS. (TOTAL 70¢)

NEW MEXICO COMES UNDER PROTECTION & DISCIPLINE OF NEW DRY CENRS LAW... 3 MAN BOARD HAS WIDE POWERS TO CONTROL ALL OPERATIONS OF THE INDUSTRY, EVEN SOLICITORS FROM OUT OF STATE.



**A Superintendent's Lament**

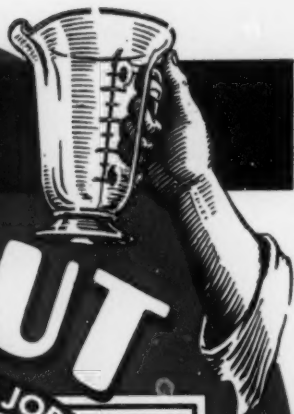
JUST ABOUT THE TIME YOU GET THE PLANT REALLY ON THE BALL... PROFITS START CLIMBING, AND THAT NICE FAT YEAR-END BONUS IS ALMOST A CINCH... WHAT HAPPENS!... THE BOSS GETS A SUDDEN URGE TO REMODEL THE ENTIRE PLANT!



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Brush-Out leads the field of drycleaning soaps because it does MORE . . . does it BETTER and does it for LESS.

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## ASSOCIATION NOTES

**Short Courses Announced:** The Ohio State Association of Dyers & Cleaners has announced a three-day spotting school to be held at the Hotel Allerton, Cleveland, August 18, 19 and 20. NICD instructors will conduct the classes, which will be limited to a registration of 125 students.

A similar short course with NICD instructors will be sponsored by the Nebraska State Association of Cleaners and Dyers. The school will be held at Kearney June 8, 9 and 10.

Members of the Nebraska school committee are W. K. Downing, chairman; Dick Pulliam, Leonard Geesen, Cliff Alderson, R. E. Cason, Alex Johnson, R. A. McClure and Ralph Kramer. Quarters for the school will be provided by W. K. and Ron Downing.

# #

**Local Meetings:** A tour of B. and B. Cleaners, owned by Bill Chapman, was the feature of the April meeting of the Northeast Texas Cleaners Association, held in Sulphur Springs.

At a recent dinner meeting of the Wichita (Kansas) Dry Cleaners Association, which is headed by Ralph Thomas, the principal speaker was C. D. Chapman of the district office of price stabilization. He warned that efforts to undermine price controls would victimize the retailers and service industries. City Attorney Fred Alej also spoke.

American Cleaners & Dyers, Batesville, Indiana, was host to the April meeting of the Southeastern Indiana Dry Cleaners Association. Plant and equipment maintenance were discussed by Marey Seldin of Gross Equipment Company. A guest at the meeting was the secretary of the state association, Dale Crittenger.

Speaking at a recent meeting of the Essex County Cleaners and Launderers Association, a district branch of the Dry Cleaners Institute (Ontario), R. F. McDonald, vice president of Eaton Chemical and Dyestuff Company, warned of a possible price freeze in Canada and urged cleaners to go into and sell sideline services. Percy Beneteau, president of the Windsor group, was chairman at the meeting, at which members of the Sarnia Division were guests.

The Sarnia Division, in return, played host to cleaners from other communities at its April meeting, with Chairman Alvin R. Thompson presiding. D. H. Currie, manager of the Dry Cleaners Institute (Ontario), addressed the meeting, explaining proposed group insurance. He later spoke on "What Is Drycleaning" to 70 members of the Benedicti Club of the Central Church in Sarnia. Mr. Currie also discussed the proposed insurance program at the April meeting of the Mid-Western Division, held at the plant of Jarmain's Cleaners, Stratford, Ontario.

Drycleaners of Grinnell, Kansas, and surrounding towns, met recently with Mr. and Mrs. K. G. Kline of Grinnell Cleaners as hosts. The discussion centered around new cleaning and spotting methods and handling of new fabrics.

At the April dinner meeting of the South Texas

Cleaners & Dyers Association, President Walter S. Pope, Jr., explained a plan for expanding the group's free employment service by keeping complete records of all employees. Speakers included Karl Drescher of Monticello Laundry, who described his system of piece-work payment, with Rudy Wildenstein of My Cleaner contributing to the discussion of the subject.

# #

**New Local Officers:** The Dry Cleaners Guild of Cleveland, Inc., has appointed Lucile H. Seidman executive secretary, replacing Mrs. Irene Gall who has taken a position in another city.

Ray E. Showell has been elected to a third term as president of the Salt Lake (Utah) Cleaners and Laundries Association. New officers are Vern Schieler, vice president; Miss Helen C. Owen, secretary-treasurer; Farrell Combs, Edgar W. Hansen and Darrell Schieler, directors. Albert V. Mackie is a holdover director.

The group will expand its membership to proprietors of all cleaning establishments in Salt Lake County, Mr. Showell announced.

At a recent meeting of the Ventura County (California) Cleaners Association the following officers were elected: Max Koren, Oxnard, president; Carl Bates, Ventura, vice president; Robert O. Hutchins, Fillmore, secretary (reelected), and directors Floyd Harkness, Ventura; Jack Keltner, Camarillo; Lester Ellis and Mrs. Joe Wellman of Santa Paula.

New officers were recently chosen by the Dry Cleaners Association of Amarillo (Texas). They are: W. B. Burkhalter, president; Melvin F. Campbell, vice president; Armand Doche, renamed secretary-treasurer, and Reese Webster, sergeant-at-arms.

# #

**Cleaners Dine and Dance:** The semi-annual dinner dance of the Associated Cleaners of Rhode Island was held April 11 in Warwick, with an attendance of 150 members and friends. President Theodore Caldarone made a brief statement, calling for cooperative effort to meet the demands and problems of the national emergency, as an industry and as citizens.

The entertainment featured a skit presented by Anthony and Edouard Mace of Mace Cleaners in East Providence. Against a backdrop showing a complete cleaning plant, the skit dramatized the dangers of excessive use of moisture in drycleaning. When an adult-size angora sweater came out of the washer big enough for a small doll, the demonstrator-lecturer, acted by Tony Mace, was driven to suicide.

The program committee consisted of Ermin Paliotta, chairman; President Caldarone; Vincent C. James, executive secretary; James Ramsey, and Joseph Lancia.

The first annual dinner dance of the Drycleaners' Association of Buffalo and Western New York was held on April 26. About 100 guests heard talks by Samuel C. Markel of Buffalo, an NICD director; Hon. Elmer Lux, Buffalo councilman; Edward Siemer, attorney, and Irving Weber of the Neighborhood Drycleaners Association of Greater New York.

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for quality work  
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## STEAM-CONDITIONER DRYER & SEMI-FINISHER for Wetcleaned Garments

**SEMI-FINISH UP TO 80%**  
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Steams one garment  
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### NEW SINGLE

with revolving  
collar for fast loading and  
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Featuring Exclusive Inside Steamer that evenly distributes moist, penetrating steam to all part of the garment. Fast-moving, hot air does quality work in record production time. The nylon brush clamps eliminate harsh clamp marks. Feature for feature, dollar for dollar, you can't buy better than the Glover Single.

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#### EXCLUSIVE NYLON BRUSH CLAMPS

Long-lasting Nylon Brush Clamps hold the garment firmly without leaving harsh clamp marks or shine at the hem. Saves finisher's time ... improves quality.



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Furnished at no extra cost. Clamps to the regular Dryer Collar. Increases the variety of garments you can dry and semi-finish, including blouses, ladies' suit jackets, trousers and slacks.



Another standard feature on all three Glover Dryers is the exclusive length stretch control built into the upright garment-support. Controlled length stretch is essential.

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Triple action...triple output! Up to 90 drycleans an hour ... up to 40 wetcleans...finished 80%! Steam Turbine drive is variable as necessary ... explosion and trouble-proof. If you want production and quality you can't beat the Glover Triple!



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**Hearings on Rayon Terminology:** On April 12 and 13 the Federal Trade Commission held hearings in New York City on proposals made by the Rayon Yarn Producers Group for more precise rayon terminology. The proposals would limit the use of the word "rayon" to yarns, fibers and fabrics made of regenerated cellulose and designate as "acetate" yarns, fibers and fabrics of cellulose acetate.

These proposals are in line with a resolution adopted by the NICD at its March 1947 convention, and sent to the Federal Trade Commission. The resolution pointed out that it is necessary for drycleaners and dyers to know whether they are working on regenerated cellulose or cellulose acetate because spotting agents safe on one are unsafe on the other, because of the need for using different dyes in redyeing and different degrees of heat in finishing, and the fact that wetcleaning of moires is safe on cellulose acetate but not on regenerated cellulose or silk.

This resolution was presented at the recent FTC hearing by Albert E. Johnson, representing the NICD and the cleaning industry, together with a statement giving the background of the Institute and its services. Mr. Johnson also enlarged on the importance to the drycleaner of knowing the fiber content of these fabrics. He pointed out two factors which have made the identification of cellulose acetate both difficult and confusing—one the absence of identifying labels on garments and other end products, and the other use of the term rayon for those materials.

With few exceptions, the adoption of the terms "rayon" and "acetate" for the two basic types of cellulose products was favored by the witnesses at the FTC hearings. Textile trade and technical organizations, retail and consumer groups, the trade press, and college textile and home economics departments gave their endorsement to the proposed new nomenclature.

Objections were raised by the National Knitted Outerwear Association, the National Association of House Dress Manufacturers, the National Retail Dry Goods Association and several consumer groups to the mandatory feature of the rules, which makes it an unfair trade practice to sell rayon and acetate products without identification. The objections were based on the ground that mere disclosure of fiber content does not provide the consumer with information about serviceability qualities, such as colorfastness, shrinkage, launderability and cleanability. In some of this testimony the FTC was urged to consider adoption of the proposed American Standards Association rayon standards labeling.

While the NICD naturally favors full performance information on labels, its statement on this occasion was limited to the purpose of the FTC hearing, since the proposed clearly defined fiber terms would provide a basis for any future informative labeling program.

Because of the overwhelming endorsement of the proposed name changes, the FTC will undoubtedly amend the rayon rules in that respect. Future hearings should provoke wider comment on the consumers' need for information on end-use service properties of rayon and acetate products.

In this connection, the NICD urges the drycleaning industry to consider what type of fabric-serviceability information it actually needs, outside of fiber-content identification, and to pass on any comments and suggestions to be incorporated in future recommendations.

**Cost Bulletin Released:** The NICD Cost Percentage Bulletin A-30 for the past year has been prepared by the management engineering department from the cost data submitted by 216 member plants. Past bulletins have shown a geographical grouping of the plants into only three classes. Bulletin A-30 shows the plants broken down into 10 groups, made up of states in which similar economic conditions prevail.

A follow-up bulletin will show departmental costs and further analysis of cost as submitted by member plants.

**Project on Drycleaning Tests:** There is general awareness of certain deficiencies in the standard drycleaning test methods that have been in use for some years, especially among textile technicians working on quality control programs, fabric development projects and other activities in which end-use serviceability is important.

It has been found that current test methods often do not accurately forecast the probable behavior of textile fabrics, dyes and finishes in commercial cleaning operations. In some instances, fabrics that had satisfactorily passed these tests were later found to be unable to withstand some phase of the normal cleaning routine.

It is thought that one important shortcoming in these tests is the fact that the element of surface abrasion present in solvent washing is almost entirely lacking and that the tests should be revised to incorporate this factor in much the same way as has been done by the American Association of Textile Chemists and Colorists in the development of laundering tests utilizing the new type Launderometer jar.

Also, an important trend has been the growing use of cleaning equipment which employs perchlorethylene. It is necessary, therefore, to reappraise the relative effects of this solvent and the older Stoddard solvent, still most widely used, on dyes and finishes, to determine what adjustments if any need be made to bring test methods into closer relation to actual practice.

The need for research in this field has been recognized by the General Research Committee of the AATCC in its recent action to retire its Reference Committee on Fastness to Drycleaning and form a new subcommittee to actively engage in a research program. Leonard S. Little, chairman of the General Research Committee, has appointed as its chairman, subject to confirmation, Albert E. Johnson, director of trade relations, NICD.

Another member of the committee is George P. Fulton, NICD's director of research, who is also chairman of the dry and wetcleaning division of the AATCC Committee on Dimensional Changes in Textile Fabrics. The drycleaning industry is also represented on the new committee by Robert Schlaak, consultant engineer of U. S. Hoffman Machinery Corporation, and N. C.

SOS . . . SOS . . . SOS . . .

## Save On Solvent!

Here are two ways Blue Label Darco conserves scarce synthetic or other solvents:

**ONE:** Blue Label Darco is a heavy and highly efficient powder—gives you more sweetening ability per cubic foot. This means that less of your valuable, hard-to-get solvent is lost in the filter cake. Remember—ordinary sweeteners “steal” a lot of your solvent!

**TWO:** Blue Label Darco is a high-powered, all-purpose purification powder. It sweetens, decolorizes, and deodorizes. You need less Darco than other sweeteners—this, too, means Darco saves on solvent!

Blue Label Darco not only saves on solvent but assures *quality* dry cleaning every time—Darco is death to fatty acids! Used regularly, Darco kills off these trouble-makers and traps all types of residues that foul your solvent. And, because it removes the *cause* of odors, Blue Label Darco eliminates the need for special “sweeteners.”

Write for the new  
Blue Label Darco  
Instruction Card



### DARCO DEPARTMENT ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

Cooper of the Chlorine Products Division, Electrochemicals Department of the Du Pont Company. Other committee members represent all phases of the textile industry and testing laboratories.

The AATCC is a national organization of more than 6,000 individuals and business concerns representing every phase of the dyeing, printing and finishing industries. It is the principal medium for the exchange of technical information on the application of dyes and chemicals in textile processes. The association's tests for colorfastness and other properties of textiles are accepted as standard methods and widely used in the textile industries.

The NICD points out that the active participation of its staff members in this and other textile organizations assures effective representation of the interests of the cleaning industry in problems of textile serviceability.

# #

**13th Management Class:** Twenty-four students of the 13th NICD management course were graduated on April 27, 1951. Diplomas were presented by Robert E. Cowie, head of the management engineering department, to:

Franklin J. Amiss, San Diego, Cal.; Edward J. Burke, Davenport, Iowa; Roger S. Carlsen, Washington, D. C.; John E. Clarke, Milwaukee, Wis.; Anthony Clouch, Amesbury, Mass.; Herbert Cohen, Brooklyn, N. Y.; David D. Conners, Boston, Mass.; Daniel D. Dobrescu, Moose Jaw, Sask., Can.; Wallace E. Edwards, Portsmouth, Ohio; William E. Flanagan, Erie, Pa.; Robert



E. Francis, Pittsfield, Mass.; Elnord L. Grosz, Lake Preston, S. D.; Milton Harsh, Wichita, Kans.; Walter J. Haynes, Tulsa, Okla.; Walter E. Hoffman, Jr., Reseda, Cal.; Blaine Lublin, Jr., Salt Lake City, Utah; Carl W. Martinson, Kalispell, Mont.; Robert F. Mejia, St. Louis, Mo.; Bruce Philpot, Oak Ridge, Tenn.; Edward A. Schmidt, Waterloo, Ill.; Gerald E. Stacey, Portland, Ore.; Robert R. Wellsfry, Manitowoc, Wis.; George R. Wilson, Marysville, Cal., and Morton S. Wolk, Los Angeles, Cal.

Prizes for the best team in salesmanship and supervisory techniques were awarded to Franklin Amiss, Roger Carlsen and Walter Hoffman. Final speeches were made by Robert Mejia and Robert Wellsfry representing the students. John P. Gray addressed the graduating class.

The next regular management class, to begin July 9, will start the third year of operation of this course. During the first two years, 138 students were given the tools of scientific management and left NICD with new and renewed enthusiasm for cleaning plant operation. Classes have included many who have college degrees in business administration and other who have taken special courses. They have commented that the NICD management course is pointed directly at the drycleaning industry—a course prepared for drycleaners by a drycleaning organization.

The July 9 class is filled, NICD reports, and there is a long waiting list for places that may be cancelled. There are places left in the August 6 class; also in the October 1 and October 29 classes.

# #

**New Water-Repellent Tests:** Because of the interest which has been shown in technical bulletin T-240 on water repellents, the NICD plans to bring this bulletin up to date and retest all products. Manufacturers have been requested to submit new samples of their products.

# #

**Latest Technical Bulletins:** NICD technical bulletin T-255 describes a type of tropical worsted used in men's suits that puckers and becomes roughened during some drycleaning processes. Ways to avoid the trouble are outlined.

Technical bulletin T-256 describes a research project on filtration. It shows that the amount of filtration needed is considerably different from that thought in the past, and it gives the length of time needed for rinsing with filters and washers of various sizes. The bulletin also points out various factors that decrease filtration flow rates.

# #

**New Field Service:** Each NICD fieldman is now furnished with portable plant-layout equipment. This kit enables the fieldman to work directly with the plant-owner or manager on his layout problems and to show on paper specific suggestions of improved machinery arrangements. After an improved plan is completed the fieldman can develop a permanent blueprint immediately and leave a copy with the owner.

## The Judge Views the Drycleaner

Continued from page 56

pensive clothes she was wearing didn't fit her. She had obviously borrowed them to convey the impression she was accustomed to high-priced garments. Yet, realizing this (which we didn't) the judge had given her full opportunity to establish a case for herself.

The most difficult cases to solve, in Judge Prince's opinion, are those involving shrinkage. He appreciates that a small amount of shrinkage is inevitable. Excessive shrinkage means negligence on the part of the drycleaner, unless a laboratory test reveals that due to the fabric's nature it was impossible to avoid such bad shrinkage. In the latter case, the concern from

which the article was purchased is added to the case "as party defendant."

His Honor is quite conversant with problems of unserviceability in garments or fabrics. At the same time he is very highly critical of drycleaners who don't do all they can to a garment while claiming that they do. He has been known to request that a garment be sent to the NICD or a laboratory for salvage, and if the process is successful, Judge Prince can be pretty rough with the drycleaner. He feels that while the customer needs to beware in buying garments, it is up to the drycleaner to be careful! # #

*You Get More from*  
**HUEBSCH OPEN-END  
 TUMBLERS**



This compact and efficient battery arrangement of HUEBSCH Tumblers (a total of 21 Tumblers are pictured above) handles heavy demands for Kent Stores, Inc., Whitestone, L. I., New York.

**Before Buying a Dry Cleaning Tumbler,  
 Check These Big HUEBSCH Advantages**

1. **Low Initial Cost** resulting from top-volume production by HUEBSCH Originators, inventor and world's largest maker of drying tumblers.
2. **Works Faster.** Has One-Lever Temperature Control providing complete range of temperature adjustments for faster, better drying and deodorizing.
3. **Low-Cost Operation.** Low steam and electric consumption.
4. **Less Maintenance.** Famous Huebsch construction means lasting durability, long trouble-free life.
5. **Saves Labor** . . . easier and faster to load and unload.

More than 70,000 HUEBSCH Open-End Tumblers are now in daily use.

4 SIZES  
 36"x18"  
 36"x24"  
 36"x30"  
 42"x42"

Prices begin at \$450 including fused extinguisher and explosion-proof motor. See your Huebsch representative or write, wire or phone us direct.



**Save Steam, Eliminate  
 Shrinkage Claims!**

Famous Huebsch THERMATROL regulates steam . . . holds temperature at exact point desired. Only \$95.00 complete.

# HUEBSCH

## Originators

Open-End Tumbler • Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers



NO RESEMBLANCE to former garage in Shoger Cleaners modern plant. Overhead garage door at right affords quick truck loading as well as good light for marking and wetcleaning departments along this wall

## Garage Into Cleaning Plant

Zoning-Law Change and Clever Conversion  
Give City First Local Plant in 27 Years

by LOU BELLEW

THE CITY FATHERS of Wheaton, Illinois, need not regret changing their zoning law to permit operation of a cleaning plant within the city limits. The new plant of Shoger Cleaners, set up in a former garage a block from the main street, is an attractive example of ingenious building conversion.

It took Darwin Shoger five months, with the help of equipment manufacturers' representatives, to convince the city council and zoning board of Wheaton that a drycleaning plant should be classified as a commercial rather than industrial operation. With the ordinance finally changed, Shoger Cleaners opened for business in October of 1950 and gave the 12,000 residents of Wheaton their first local cleaning service since 1923.

The all-white front of the Shoger plant bears little resemblance to the original garage. Set back from the street, it allows ample parking space. The parking surface has been paved with agricultural limestone which packs down much like concrete.

Mr. Shoger solved inexpensively and with originality the problem of setting off store from plant in a one-room building. Panels of corrugated aluminum, set up in the form of a large U, form two walls of the store. There is a three-foot opening between each side and the front wall. One opening is used for access to the plant. The other opening has been closed off with a low wall made of latticed bricks, topped with three upright pieces of wooden lath extending toward the ceiling.

The effect, aided by shrubbery among the brickwork, both suggests a barrier and adds to the rather unusual modern effect.

The operating equipment is arranged in a nearly perfect U-shaped workflow, completing the effective garage-to-cleaning plant conversion. # 2



STORE SET OFF by corrugated aluminum panels. Note ornamental brick barrier at left; wrought-iron furniture. Owner Darwin Shoger behind bright red curtain that partially closes entrance to plant (foreground)



# For Quicker and Better Stain Removal

We bring you "Q-D"

## a quick digester!!

Q-D is an entirely new liquid digesting agent that removes Albuminous type stains quickly on the spotting board.

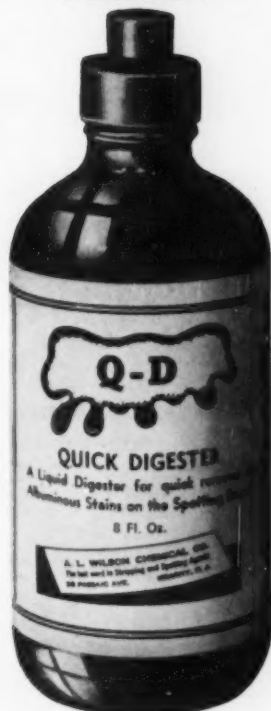
Q-D quickly removes Blood, Gravy, Discharge, Milk, Ice Cream, Vomit, Egg, Glue, Coffee, Tea, Chocolate, Salad Dressing, Beverage (Soft Drinks), some Writing Inks, Yellow (tannin type) stains, etc.

Q-D removes these stains quickly, right on the spotting board. This eliminates the necessity of placing the garment aside for prolonged soaking.

Q-D does not break down under heat, and may be used in connection with the steam gun.

Q-D saves you valuable time and costly delays by permitting you to put through garments requiring spotting of Albuminous Stains without interruption in the normal flow of work.

### NEW!



Packed in 8 oz. jars  
with applicator

Stains go with YellowGo,  
TarGo, InkGo, ColorGo,  
RustGo, and Penso

ASK YOUR JOBBER

**A. L. WILSON CHEMICAL CO.**

The last word in Stripping and Spotting Agents  
38 PASSAIC AVENUE, KEARNY, N. J.



Styled and Designed  
for the  
**DRY CLEANER**

**MODEL  
405**

Width . . . 58"

Height . . . 57"  
(Center)

Length . . . 75"  
(At floor)

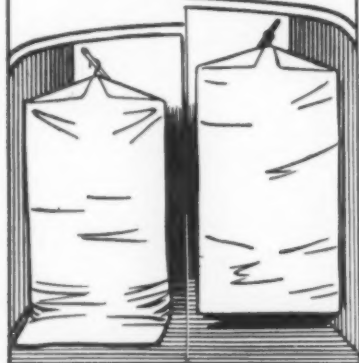
This unit  
recently exhibited at  
National Institute of Cleaning & Dyeing  
Atlantic City

# Montpelier

*Presents the  
New, Exclusive*

## Dry Cleaners' Delivery Unit

*Need More Height  
for  
Those Longer Garments?*



**MONTPELIER Gives You  
that EXTRA HEIGHT  
You Need**

**ARRANGED ON  
1/2-TON CHASSIS  
of YOUR Selection**

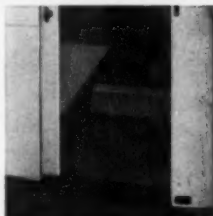
***New Styling, New Beauty***

Montpelier has designed these new Side-Aisle Bodies with modern clean flowing lines that give your Delivery Vehicles real "eye appeal" . . . building business prestige for you—while saving drivers' time and holding delivery costs to a minimum.

***Greater Practicability, Convenience***

**MORE STOPS . . . LESS FATIGUE**

Montpelier's Full Side-Aisle across driver's compartment—at running board level—provides more headroom, greater accessibility from either side. Bucket type seat on swivel pedestal, easy operating sliding doors with grab handles, and many other convenience features contribute to drivers' comfort and reduce fatigue.



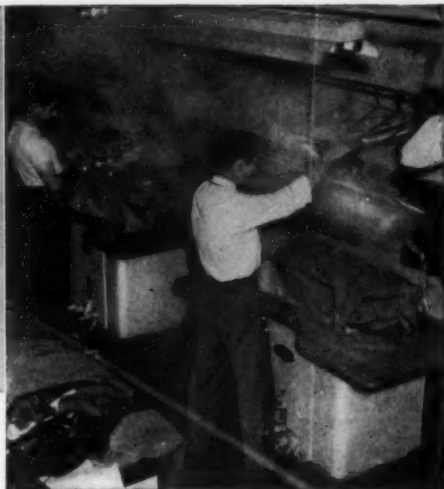
**PHONE, WIRE OR WRITE FOR FULL DETAILS**

**THE MONTPELIER MANUFACTURING CO., MONTPELIER, OHIO**

"For Speed  
and Ease of Operation,  
You Can't Beat a  
**BUTLER**  
*Quik-Steam*  
**PRESS**"



says **A. L. Halleck**  
Halleck Cleaners  
Ashland, Kentucky



"Those Butler Quik-Action controls really help us turn out more work and do it easier," says Mr. Halleck, pictured in finishing room of Halleck Cleaners.

"For thirty years I have been using various makes of pressing machines. In all my experience, I have found no press that will come up to the Butler for speed and ease of operation.

"As you know, I bought my first Butler press about fourteen months ago, and the second press about eight months ago.

"I now find that my pressers turn out more garments a day because Butler presses are by far the fastest and easiest to operate."

## Speed Up and Improve Your Finishing with a **BUTLER** *Quik-Steam* **PRESS**

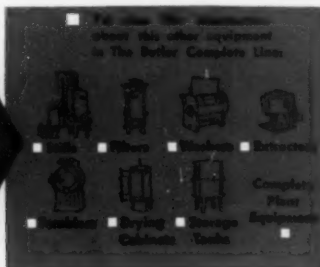
For quicker, easier operation . . . faster, better pressing, let Mr. Halleck's thirty years' experience be your guide—buy Butler!

Butler Quik-Steam Presses have faster head opening action and quicker head and buck steam. Extra roller bearings and long balance springs provide smooth, effortless operation. Also, many other Butler features assure you top quality production . . . trouble-free performance. For more information, ask your Butler Sales Representative or mail coupon below.

**BUTLER MANUFACTURING COMPANY**

• **KANSAS CITY 3E, MISSOURI**

For  
**FREE Folder**  
on **BUTLER**  
*Quik-Steam*  
**PRESSES**  
Mail This  
Coupon Today



Address: **BUTLER MANUFACTURING COMPANY**  
7452 E. 13th St., Kansas City 3E, Mo.

☐ Please send me the Free folder on Butler Quik-Steam Presses right away.

Name

Firm

Address

City  Zone  State



TOP: Newly elected LCATA directors, left to right: C. W. Johnson, W. H. Rometsch, Wayne Wilson, E. E. Jewett and (re-elected) W. J. Schleicher. ABOVE: LDCMMA directors, left to right: Homer P. Campbell, Burrill O. Gottry, Raymond Anthony, C. W. Johnson, D. A. Freeman, retiring treasurer T. S. Buchanan and C. H. Clement. Not present when picture was taken: Joseph Friedman, Lester Kienzle and Ira C. Maxwell

## Allied Tradesmen Turn Out

by JAMES A. BARNES

A RECORD of 349 persons, including 111 ladies, registered for the combined meeting of the Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaners Machinery Manufacturers Association at The Greenbrier, White Sulphur Springs, West

Virginia, on April 26 to 28. The combination of perfect weather and the beautiful setting prompted the membership to choose the same location for 1952.

The general theme of the meeting was "Industry Cooperation in the Defense Emergency." The LCATA



Read captions clockwise, beginning at left foreground. ABOVE LEFT: G. S. Funk, Emery Industries, Inc.; Mr. and Mrs. K. C. Jones, Jr., Cleveland Rug Cleaning Machinery Co.; Mrs. and Mr. K. C. Jones, Sr., Cleveland Rug Cleaning Machinery Co.; R. Martin Rice, Virginia-Carolina Laundry Supply Corp.; Mrs. and Mr. Henry Saloman, L. A. Saloman & Bro.; Lester Francis, Emery Industries, Inc. ABOVE RIGHT: R. Martin Rice, Virginia-Carolina Laundry Supply Corp.; Robert R. Clark, Westvaco Chemical Div.; J. R. Morris, Virginia-Carolina Laundry Supply Corp.; Mrs. and Mr. Irving B. Glassner, Majestic Paper & Twine Co.; Norbert Hackett, Mercury Cleaning Systems, Inc.; Jim Henderson, Butler Mfg. Co.; Norbert Hackett; Jack Gadd, Riverside Mfg. Co.; Eugene S. Weil, G. S. Robins & Co.



ABOVE LEFT: Mr. and Mrs. Fernand K. Levy, Ideal Chemical & Supply Co.; Mr. and Mrs. L. P. Butenshoen, Dow Chemical Co.; Ray Tower, Westvaco Chemical Div.; Mrs. and Mr. A. P. Stetser, E. I. du Pont de Nemours & Co., Inc.; Mrs. and Mr. C. B. Shepherd, E. I. du Pont de Nemours & Co., Inc. ABOVE RIGHT: Mrs. and Mr. W. D. Van Arnam, Johns-Manville; Mrs. Robert Lees; C. T. Beringer, John P. Lynch Co.; Mrs. C. R. Conley; Mrs. C. T. Beringer; Mr. and Mrs. J. R. Conley, Carman & Co., Inc.; Robert Lees, Carman & Co., Inc.; Mrs. S. E. Moore; C. R. Conley, Carman & Co., Inc.

# MULTI-CLEAN®

a name you can depend on for the finest  
**EQUIPMENT and SERVICE**

## Multi-Clean All-Purpose Rug & Floor Scrubber

Does the job faster, easier and more efficiently... saves time, labor and money... prolongs life of carpets, rugs and floors. Four sizes, 12", 14", 16", and 19" brush spread; 1/3 to 1 hp. motors. Long wearing, channel feed scrubbing brushes for floor and rug scrubbing needs.



## Multi-Clean Electric Mopper, Wet-Dry Vacuum

For wet or dry pickup without changeover. These vacuums are designed for heavy-duty work, yet are portable and quiet, and provide maximum safety and versatility. Four sizes, 5, 14, 20 and 55 gal. capacities. Powered by 1/3 to 1 1/2 hp. motors. Complete with attachments for every cleaning job.

## Multi-Clean 9-Job Floor Machine

For every type of floor work—scrubbing, waxing, polishing, troweling, dry cleaning. Balanced construction, simple adjustments, finger-tip control are but a few of many outstanding long-life features. Several easy on-off attachments available. Four models, 12", 14", 16", and 19". From 1/3 to 1 hp. motors.



## Multi-Clean Lite-12 Floor Machine

Scrubs, waxes, polishes, steel wools all types of floors... linoleum, asphalt tile, rubber tile, wood, terrazzo, concrete. Lightweight, efficient, rugged... designed especially for use in homes, clubs, hotels, offices, small institutions, small industrial plants, etc. Brush dia. 12", 1/3 hp. motor... easy on-off attachments.

## Multi-Clean Upholstery Cleaning Machine

A new, lightweight, portable machine that cleans, polishes, sprays insecticides. Ideal for upholstered furniture, stair carpeting, wood furniture and fixtures, carpets, rugs, etc. Sturdy 4-gal. stainless steel tank... motor-in-head brush... easily accessible on-off switch... finger-tip solution control button. Hose and nozzle attachments included.



## Multi-Clean Tested Floor Liquids

Multi-Clean Permanent Floor Finishes and Custom Cleaning Chemicals are manufactured of the finest ingredients in Multi-Clean's own plant. They are specially formulated for every cleaning need and floor finishing job. Thoroughly tested and approved, they are part of the Multi-Clean Method of floor care, which combines the use of proper equipment and liquids with recognized procedure.



## FREE! CARPET CLEANING MANUAL AND SALES AID PLAN

The right way to Multi-Clean carpets, rugs and upholstery is told in this concise, well written manual that takes you, by word and diagram, through the various steps from start to finish. The Multi-Clean Sales Aid Plan is a handy portfolio of advertising and promotion specially designed to help you sell rug and upholstery cleaning in your market.



## MULTI-CLEAN®

### MULTI-CLEAN PRODUCTS, INC.

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Gentlemen: Send me more information on items checked:

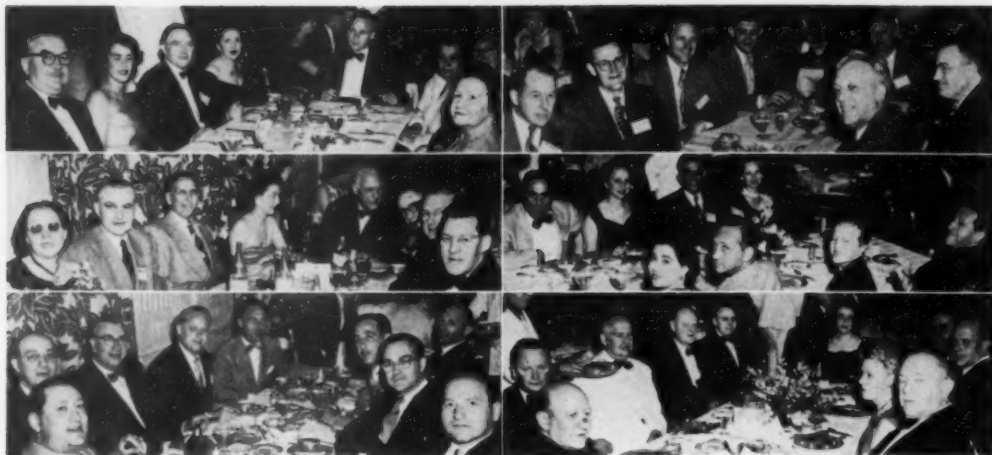
- ☐ Floor Machine, ☐ Scrubber, ☐ Vacuum, ☐ Lite-12, ☐ Liquids,  
☐ Upholstery Machine, ☐ Carpet Cleaning Manual, ☐ Sales Aid Plan.

Name \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





TOP LEFT: John W. Foster, Tinguo, Brown & Co.; Mrs. William M. Tinguo; Homer P. Campbell, Key-Tag Checking System Co.; Mrs. Michael J. Doyle; William M. Tinguo, Tinguo, Brown & Co.; Mrs. John W. Foster; Michael J. Doyle, Tinguo, Brown & Co.; Mrs. Homer P. Campbell. TOP RIGHT: E. W. Plunkett, Phipps & Bird, Inc.; William R. Kohl, Jr., Lincoln Bag Co., Inc.; Arthur F. Zech, Lincoln Bag Co., Inc.; Thomas J. Kohl, Lincoln Bag Co., Inc.; F. H. Bonn, F. H. Bonn Co.; Edward W. Hahn, Sterne & Moley Co.; Lloyd Bird, Phipps & Bird, Inc. CENTER LEFT: Mrs. George E. Olson; William M. Barney, Wallerstein Co., Inc.; William J. Goss, Goss-Jewett & Co.; Mrs. Bill Ayers; George E. Olson, Olson Filtration Engineers, Inc.; Bill Ayers, Bill Ayers & Associates; Porter J. Richards, Fabric Laundry & Dry Cleaning Machinery Corp.; Norbert J. Berg, NICD. CENTER RIGHT: Mr. and Mrs. Archie G. Israel, Talley Laundry Machinery Co.; Mr. and Mrs. Ira Maxwell, Unipress Co.; Mr. and Mrs. Maurice Landau, Cummings-Landau Laundry Machinery Co., Inc.; Mr. and Mrs. Albert P. Friedman, Talley Laundry Machinery Co. ABOVE LEFT: Murray Puritz, New York Pressing Machinery Corp.; Mike Freeman, Saxe-Freeman Co.; H. E. Cole, New York Pressing Machinery Corp.; W. J. Sholton, Mid States Supplies, Inc.; Stuart Bart, Stuart Bart, Inc.; M. Kammerling, Fumal Corp.; L. Franklin, Mid States Supplies, Inc.; Tom Speller, Martin Equipment Corp.; S. T. Krivit, Cleaning & Laundry World. ABOVE RIGHT: Nelson Miller, U. S. Department of Commerce; Marvin Green, U. S. Hoffman Machinery Corp.; Fred H. Behrens, Pacific Machinery Corp.; J. E. Berl, National Production Authority; Mrs. George E. Bowdoin; Joseph Friedman, U. S. Hoffman Machinery Corp.; George Bowdoin, U. S. Hoffman Machinery Corp.; Mrs. Fred Behrens; T. S. Buchanan, U. S. Hoffman Machinery Corp.

business sessions, opened Thursday morning by President J. Stanley Hall, were addressed by speakers Fred McBrien, president of the American Institute of Laundering; T. E. Milholland, president of the National Institute of Cleaning and Dyeing; Heywood Wiley, educational director of the National Association of Institutional Laundry Managers, and E. J. Hegarty, director of sales training, Westinghouse Electric Corporation, Mansfield, Ohio.

The next morning LCATA members heard a talk on "The Functions of the Distributive and Service Trades Division of the National Production Authority" by its director, Nelson A. Miller.

In the election that followed, E. E. Jewett, C. W. Johnson, W. H. Rometsch and Wayne Wilson were chosen new directors, and W. J. Schleicher was re-elected. Holdover directors are: T. S. Buchanan, C. R. Conley, Nils S. Dahl, Harlow H. Gaine, Burrill O. Gottry, J. Stanley Hall, Richard Lane, Fernand K.



TOP: Mr. and Mrs. E. E. Jewett, Goss-Jewett & Co.; Mr. and Mrs. Daniel R. Baker, Minnesota Chemical Co.; J. L. Mayberry, R. R. Street & Co., Inc.; Mrs. and Mr. John F. Lynard, Lyon Chemicals, Inc.; Mrs. and Mr. Carl S. Hulen, Wm. Lynn Chemical Co., Inc. ABOVE: Mr. and Mrs. James Shannon, Knitted Padding Co.; Mrs. Alex Marks; Mrs. and Mr. Robert Gustin, Gustin-Kramer Co.; Mr. and Mrs. W. G. Fitzsimmons, W. G. Fitzsimmons, Inc.; Alex Marks, Belenky Woolen Co.



TOP: Noel Grady, G. H. Bishop Co.; Mrs. Arthur Fry; Burrill Gottry, Butler Mfg. Co.; Richard S. Carmel, H. Kohnstamm & Co., Inc.; Rodger Jackson, LCATA; C. W. Johnson, Tray Laundry Machinery Div.; Mrs. Noel Grady; T. E. Milholland, NICD. ABOVE: Harold Howe, AIL; Mrs. Fred W. McBrien; Arthur D. Fry, Fry Bros. Co.; Mrs. Clifton Johnson; J. Stanley Hall, Pennsylvania Salt Mfg. Co.; Mrs. Rick Carmel; Mrs. and Mr. William P. Drake, Pennsylvania Salt Mfg. Co.; Mrs. J. Stanley Hall; Fred W. McBrien, AIL

# BASE FOR MAKING WET OR DRY SPOTTER

## WET SPOTTER

(RINSE WITH WATER)

1 part Pyratex + 1 part Water  
COST \$2.33 GALLON

## DRY SPOTTER

(RINSE WITH SOLVENT)

1 part Pyratex + 1 part Solvent  
COST \$2.35 GALLON

### GROUP "E" In Spotting Chart

PAINT  
VARNISH  
TAR  
ASPHALT  
PITCH  
OIL • GREASE  
BOTTOM  
STREAKS

### GROUP "F" In Spotting Chart

COLLODION  
Lacquer • Enamel  
Nail Polish  
Airplane Dope  
New Skin  
ROUGE  
LIPSTICK\*  
SHOE POLISH  
\*Do not remove lipstick  
one coat at a time.

### GROUP "E" In Spotting Chart

PAINT  
VARNISH  
TAR  
ASPHALT  
PITCH  
OIL • GREASE  
BOTTOM  
STREAKS

### GROUP "F" In Spotting Chart

COLLODION  
Lacquer • Enamel  
Nail Polish  
Airplane Dope  
New Skin  
ROUGE  
LIPSTICK  
SHOE POLISH

Note: Use straight Pyratex  
on dry side for Group "F"

PYRATEx is a concentrated base designed for making either a wet spotter or a dry spotter.

When mixed with equal parts of solvent it is superior to prepared dry spotters designed for the removal of paint, oil and grease, and *costs only a fraction as much.*

When mixed with equal parts of water it is superior to prepared wet spotters designed for the removal of not only paint, oil and grease, but also for the

more difficult collodion stains such as lacquer, nail polish and airplane dope.

It is only when removing lipstick and collodion on the dry side that it is necessary to use full strength PYRATEx. For the other three uses the diluted formulas are equal in strength and working properties to full strength prepared products, and *effect a great saving in cost.*

See chart above for the four uses of PYRATEx.

R. R. STREET & CO., INC.

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SPY 7

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TOP LEFT: Mr. and Mrs. E. R. Leis, Robot Laundry Machinery Sales, Div. Wolf Co.; R. T. Lane, W. T. Lane & Bros., Inc.; Joseph E. Archer, Archer Supply Co.; Alfred B. Goldbach, Henry Sundheimer Co. TOP RIGHT: Les Hobson, Warco Laboratories; A. Roth, American Trade Magazines; Paul P. Reese, Egan Cotton Mills; L. L. Richardson, Filtrall Corp.; W. A. Ramsey, Warco Laboratories; Mrs. James E. Cox; Mrs. C. Townsend. ABOVE LEFT: Mrs. and Mr. I. A. Shulimson, Kliegman Bros., Inc.; Mrs. and Mr. W. B. Kamins, Kliegman Bros., Inc.; Mrs. and Mr. L. Milton Leathers, L. M. Leathers' Sons; Mrs. and Mr. R. O. Trowbridge, Calgate-Palmolive-Peel Co. ABOVE RIGHT: Mr. and Mrs. W. B. Caplan, Excelsior Machinery Co.; Harvey Davis, G. H. Bishop Co.; Mrs. S. T. Krivit; Walter McIntire, Benwall Mfg. Co.; Walter Wahlen, Superior Products Co.; Leigh Parrish, Boston Clip & Tag Co.; Mr. and Mrs. J. R. Young, Davies-Young Soap Co.; Mr. and Mrs. Al Henning, Resilio Co.

Levy, A. B. Maley and F. H. Ross, Jr. Retiring from the board were Raymond Anthony, C. T. Beringer, E. H. Earnshaw, Jr., and R. O. Trowbridge.

The board reelected the following officers for another term: J. Stanley Hall, president; Nils S. Dahl, treasurer, and W. J. Schleicher, secretary.

The LDCMMA business meeting was opened Saturday morning with a report on the group's activities during the emergency period by President C. W.

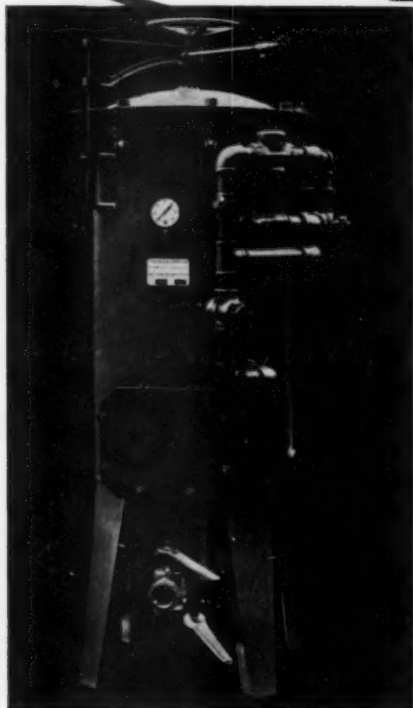
Johnson. The guest speaker was J. Elmer Berl, chief of the Commercial Laundry and Dry Cleaning Branch of the NPA. Mr. Berl described "The Functions of the Service Equipment Division of NPA."

The machinery manufacturers' group elected Joseph Friedman and Burrill O. Gottry new directors, and reelected Raymond Anthony and C. W. Johnson. Directors whose terms do not expire this year are Homer P. Campbell, C. H. Clement, D. A. Freeman, Lester



TOP LEFT: W. E. Longford, Armour & Co.; H. R. Schmidt, M. Werk Co.; Swift & Co.; Mrs. and Mr. A. W. Cook, M. Werk Co.; Mrs. and Mr. T. J. McCutcheon, Daw Chemical Co.; Mrs. M. M. Baddeley; T. M. Galvin, Armour & Co.; Mrs. H. R. Schmidt. TOP RIGHT: Bill Glover, Jr., Bill Glover, Inc.; Mrs. W. P. McGinty; Dan Ulesch, Calgon, Inc.; Mrs. W. Ellis; unidentified; unidentified; Wiley P. McGinty, Southern Mills; Mrs. Bill Glover, Jr.; William Ellis, Southern Mills; unidentified. CENTER LEFT: Mr. and Mrs. Noel W. Schulte, American Mothproofing Co.; unidentified; Richard W. Treleaven, Foster-Stephens, Inc.; Mrs. and Mr. E. G. Jones, Foster-Stephens, Inc.; Mr. and Mrs. R. J. Spatta, Merchants Chemical Co., Inc.; Mr. and Mrs. Alexander Guss, Joseph Guss & Sons, Inc. CENTER RIGHT: Lloyd T. Howells, Beach Soap Co.; Mrs. W. C. Boggs; Charles O. Davis, Thompson-Hayward Chemical Co.; Mrs. M. Steinig, Stadham Co., Inc.; Bradford McFadden, The Guide; W. C. Boggs, Boggs & Co. ABOVE LEFT: Mr. and Mrs. Howard Burke, Van Waters & Rogers, Inc.; C. B. Kasson, R. R. Street & Co. Inc.; John B. Caldwell, Caldwell Chemical Co., Inc.; Ray V. Johnson, Johnson Chemical Industries, Inc.; Leon Benjamin, Leon Benjamin Mfrs.; Mrs. John B. Caldwell; Mr. and Mrs. Jack Polite, Diamond Alkali Co. ABOVE RIGHT: W. J. Schleicher, Cowles Chemical Co.; Mrs. Daniel J. Daly; C. C. Bassett, Cowles Chemical Co.; Ed Wilson, Sure-Hold Div., Nashua Gummed & Coated Paper Co.; Bill Bateman, Laundry & Chemical Supply Co.; Mrs. W. J. Schleicher; Daniel J. Daly, Soalco Products Co.

# DON'T MAIL THIS COUPON UNLESS YOU WANT...



• With a New OLSON filter, you're FORCED to get only the brightest, crystal clear filtration you've ever had! (That's the only kind of filtration an OLSON gives!)

• With a New OLSON, you're forced to save money! (In addition to low initial cost, the saving in solvent and time means ONLY savings to you!)

• With a New OLSON, you're FORCED to sit back and watch. (The New OLSON does ALL of the work for you... even COMPLETELY ELIMINATING the shutdowns and wasted clean out time necessary on older types of filters!)

**BETTER FILTRATION**  
**AT LESS COST**  
**with less work!**

• If you don't want all of the above, DON'T MAIL THIS COUPON, for we can't help you.

But if you ARE interested, and want to learn more about how much time, effort and money you waste with old style filtering methods, WRITE TODAY for complete information about the new OLSON filters.

**DON'T FORGET!** Olson also makes the very finest in vacuum stills!

**GET THE FULL FACTS  
WRITE TODAY—WITHOUT  
OBLIGATION, OF COURSE**

MR. GEORGE OLSON  
OLSON FILTRATION ENGINEERS  
1624 NORTH KILBOURN  
CHICAGO 39, ILLINOIS

OKAY... send me the facts. I want to see more about the OLSON Filters and how they will help me. I understand there is NO obligation whatsoever.

At present we have \_\_\_\_\_ Filters of \_\_\_\_\_ capacity.

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STATE \_\_\_\_\_

**OLSON FILTRATION ENGINEERS, INC.**  
1624 NORTH KILBOURN • CHICAGO 39, ILLINOIS





TOP LEFT: James A. Barnes, *Starchroom Laundry Journal*; Nicholas Strike, Western Laundry Press Co.; W. L. Lawson, Whitehouse Products, Inc.; Mrs. L. S. Smith III; S. E. Moore, Carman & Co., Inc.; L. S. Smith III, National Marking Machine Co.; B. E. Reid, Whitehouse Products, Inc.; Miss Susan Lee; Wilbert Miller, Wilbert Miller Co.; William E. Palmer, NATIONAL CLEANER & DYER. TOP RIGHT (back table only): Dale E. Allen, Allen & Vickers, Inc.; S. H. Duncan, S. H. Duncan & Co., Inc.; P. N. Braun, Textile Marking Machine Co., Inc.; Mrs. and Mr. J. E. Freiburger, Prosperity Co., Inc.; Mrs. P. N. Braun; Mr. and Mrs. W. A. Michie, Atlas Powder Co.; Mrs. and Mr. O. A. LaMotte, Tri-State Supply Co.; Mr. and Mrs. J. W. Lundeen, American Associated Companies; Miss Bass Lundeen; Mrs. and Mr. L. M. Rosenberger, National Milling & Chemical Co.; Mr. and Mrs. Marcel Hirsch, Patek & Co.; Mr. and Mrs. Nat Ribbick, American Trade Magazines; Smitty Abrams, American Trade Magazines. ABOVE LEFT: Mrs. C. H. Clement; Mr. and Mrs. Harlow Gaines, Hyron Milling Co.; C. H. Clement, Bock Laundry Machine Co.; Mrs. and Mr. John K. Clement, Bock Laundry Machine Co.; unidentified; C. W. Johnson, Chicago Dryer Co.; Mrs. and Mr. C. H. Clement, Jr., Bock Laundry Machine Co. ABOVE RIGHT: Joseph Kalla, Pittsburgh Tag Co.; Mr. and Mrs. Harold Reiss, Liberty Marking Tag Co., Inc.; Joseph Cohen, Cleaners Sales & Equipment Corp.; Mrs. and Mr. N. I. Fleischer, Fleischer Mills, Inc.; Mr. and Mrs. Morrie Leventhal, M. & L. Supply Co.; Mrs. and Mr. Arnold Perlestein, U. S. Marking Tag Co., Inc.; Mrs. Nathan Levine

Kienzle and Ira C. Maxwell. Retiring directors are T. S. Buchanan and W. H. Rometsch.

The directors reelected the following officers: C. W. Johnson, president; Raymond Anthony, vice president, and Burrill O. Gottry, treasurer.

The committees responsible for the smooth functioning of the meeting were headed by the following

chairmen: F. H. Ross, Jr., program; Arthur D. Fry, general entertainment; Bradford McFadden, transportation and publicity; L. E. Francis, golf; S. E. Moore, reception; E. H. Earnshaw, Jr., nominating; Mrs. E. H. Earnshaw, Jr., ladies' entertainment; W. B. Appleby, LCATA resolutions, and Porter Richards, LDCMMA resolutions. # #



ABOVE LEFT: Mrs. Herman Levine; A. E. Wannerstrom, Mathieson Chemical Corp.; Arthur B. Eidem, Carson Textile Co.; Ralph P. Snyder, Snyder Sales Co.; Herman Levine, Sterling Supply Corp.; W. F. Newton, Pittsburgh Plate Glass; K. C. Frazier, Mathieson Chemical Corp.; Ben H. Davidson, Carson Textile Co.; Jack Barnett, H. A. Heavens Supply; Ralph P. Hubbell, Thomaston Mills; Donald R. Peters, Van Waters & Rogers, Inc.; W. Russell Johnson, Thomaston Mills. ABOVE RIGHT: Mrs. E. T. Shaneberger; A. J. Gans, Gans Chemical & Supply Co.; Mrs. and Mr. E. J. Thomas, E. J. Thomas Co.; Mrs. A. J. Gans; E. T. Shaneberger, Wm. Lynn Chemical Co.; James P. Kurtz, Keever Starch Co.; Mrs. J. W. Harris; Robert F. Black, Keever Starch Co.; James W. Harris, Standard Chemical Works Co.

## Connecticut Cleaners Meet

by JAMES A. BARNES

THE MAJOR BUSINESS discussed at the 15th annual meeting of the Connecticut State Cleaners Association, held in Hartford on May 6, was the issue of combining with the state laundryowners group. The laundryowners held their meeting in the same hotel on the preceding day. Both groups passed resolutions authorizing negotiations leading to a merger. Committees to conduct the negotiations and propose a new name for the combined association

were appointed and authorized to meet in Hartford on May 17. The cleaners' committee is under the chairmanship of Charles Fay of American Cleaners, New Haven.

The morning session opened with a report on the year's activities by association president Maurice Rottner, Spotless, Inc., Hartford. This was followed by an annual report from the secretary-treasurer, Louis Fabian, Colonial Cleaners, Hartford. Mr. Rottner then showed

a color film which he had prepared at his own expense for showing to consumer groups throughout the state. The film, available at no charge to all association members, relates the story of a garment from the moment it is picked up at the housewife's door, through complete processing at the plant and return to the customer.

The morning session concluded with a talk by Ben Blocker, Cambridge, Massachusetts, on the use of moisture in

drycleaning, giving the benefits as well as the disadvantages.

In the afternoon Bob Cowie of NICD spoke on increasing profits by cutting down on wasted motion in the plant. His talk was illustrated with a motion picture plus several slides which showed the audience the cost of waste motion.

Reelected to serve another term were President Rottner and Secretary-Treasurer Fabian. Emmanuel Klein of Bridgeport is vice president. # #



# New ALKASOL COMBINATION

**DRY CLEANS—AND REMOVES WET SOLUBLE SOILS  
AT THE SAME TIME IN THE WASHER**

**N**OW you can remove wet soluble soils in the dry-cleaning process to an extent never reached before!

Now—for the first time!—you get a complete, chemically-balanced solution that goes to work **effectively** on both dry-soluble and wet-soluble soils while the garment is in the bath. Think of the time and expense you save!

Merson's ALKASOL COMPOUND and Merson's ALKASOL CONCENTRATE give you a new, efficient combination that works smoothly with no filter pressure. It takes out most spots right in the washer. It has no fatty acid. You mix it yourself very easily. In 52-gallon lots, the complete solution costs you only about

**41¢ A GALLON**

Try it! No other soap detergent does the **double** work that the ALKASOL combination does. Your best work . . . and your biggest saving . . . begins when you ask your jobber for ALKASOL CONCENTRATE and ALKASOL COMPOUND.

**MERSON PRODUCTS COMPANY**

63 Essex Street, Jersey City 2, New Jersey



**Most concentrated  
dry cleaning formula  
on the market.**



**Adds more cleaning  
action, penetration, mois-  
ture action.**

**These Two Good Mixers Work  
Together and . . . You Get The  
First Complete Self-Mixed Soap  
Detergent.**



Manufacturers of the well-known

**SO-KLEEN**

for petroleum users and

**SY SO-KLEEN**

for synthetic users.



A *Merson* PRODUCT





## Charleston Meeting

by JOHN J. MARTIN

THE MAIN PREOCCUPATION of the 175 delegates who met at Charleston on April 13 and 14 for the West Virginia Association of Launderers & Cleaners convention was the effect on the two industries of government defense orders. The general concern over the sit-

uation led two speakers to depart from their presentations to discuss the urgent subject.

The business sessions were opened by a talk on "Unit Finishing Problems" by William B. White of the National Institute of Cleaning and Dyeing. He reported on recent

NICD research on finishing problems and compared the advantages of one-girl and team operations. He also discussed priority and supply problems that may confront drycleaners in the coming months.

Procter & Gamble's film on detergents, "Leave Less to Luck," was presented by Don E. Tuttle. The showing of "After the Ball Was Over," the educational film sponsored by the Oklahoma State Association of Cleaners and Dyers, gave the West Virginians an idea of the public-relations activities of other industry groups.

Recent work on bundle damage testing by the American Institute of Laundering was reviewed by Lee Johnston with

illustrative colored slides. "Quality Controls in the Washroom" were discussed by R. V. Finch of Cowles Chemical Co. Noel Cooperider of Butler Manufacturing Co. closed the meeting with a two-hour discussion of filtration and distillation, using cut-away equipment to help answer the many questions from the delegates.

Entertainment included a buffet supper and bingo party, with the closing banquet and dance.

Leonard L. Martino of Clarksburg was elected president for the coming year. William S. Hendricks of Bluefield is the new vice president and J. C. Bleigh of Weston was chosen secretary-treasurer. # #



Left to right: OFFICERS J. C. Bleigh, L. L. Martino, W. S. Hendricks

## Texas and Oklahoma Get Together

by LOU BELLEW

A GRAND AND GLORIOUS time was had by all of the close to 300 delegates who attended the joint convention of the Texas Laundry and Dry Cleaning Association and the Oklahoma Laundry Owners Association, held April 11 and 12 at Houston, Texas.

In line with the custom, Texas President Charles A. Burton and Oklahoma President O. C. Harris presided jointly at the opening session. "Who's

Who in the Laundry and Drycleaning Industry" was presented in colored slides by Hugo Swan, marketing counselor of the Texas group.

The morning session included a talk on "Laundry Management in These Changing Times" by Albert Johnson, secretary-treasurer of the American Institute of Laundering, and a discussion of employer-employee relations by Andrew S. Ormsby, head of the depart-

ment of business administration of Clarkson College of Technology. The results of a detailed survey of launderettes in Texas were reported by Joe Belden of Joe Belden and Associates, market researchers, and Charles A. Burton.

A full program the following morning started with the showing of the laundry public-relations film, "Time for Living," T. E. Millholland of Dallas, president of the National Insti-

tute of Cleaning and Dyeing, explained the services of the national association. Lou Bellew of THE NATIONAL CLEANER & DYER followed with some slides designed to straighten out the cleaning departments. Fabrics and fashion trends were discussed by Dr. Dorothy Lyle of the NICD.

The report of AIL Director David T. P. Nelson of Texarkana and a review of Washington developments by Harold



# HAND SCRUBBING ELIMINATED FOREVER!

## NEW *Hopkins* **SCRUB-O-MATIC** **SAVES TIME, LABOR, MONEY**



### "A REAL PROFITMAKER"

*Says Lottig De Luxe Cleaners, Philadelphia*

"The Hopkins Scrub-O-matic has proved a real profitmaker in our plant," says Lottig Deluxe Cleaners, of Philadelphia, Pa. "It has made a 50% saving in direct labor costs in that department . . . resulting in substantially greater profits. One of the toughest jobs in the plant is now the easiest. Not only that, but the quality of the work has improved. The Scrub-O-matic does a thorough job and does it faster."

"We've had our Scrub-O-matic for 2 years, and despite hard usage, there has not been a single repair or replacement part necessary."

Now for the first time the laborious operation of garment scrubbing has been made easy.

Instead of hand-scrubbing 20-25 garments per hour with the hardest kind of labor, you can now do 85-100 garments—and the only labor is feeding garments to the Hopkins Scrub-O-matic. Quality is better too, because the Scrub-O-matic does a *thorough* scrubbing job.

It has been carefully pre-tested in plants for 3 years . . . and proved a time, labor and money-saver.

Send coupon for full details.

**HOPKINS EQUIPMENT COMPANY**  
Hatfield, Penna.



*Dip in  
Solution*



*Pass through  
Brushes*

HOPKINS EQUIPMENT COMPANY  
Hatfield, Penna.

Please send me complete information and prices on the  
Hopkins SCRUB-O-MATIC.

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Company \_\_\_\_\_

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TEXAS OFFICERS and directors, left to right, front row: W. Grant Bechtel; Floyd Thorn, secretary-treasurer; Jack Henckels, vice president; Ray Pell, president; Orval A. Slater, vice president; L. M. Gay; T. E. Milholland, ex-officio board member. Back row: S. E. Doughtie; R. W. Coffin; Frank Cripliver; Barry Pulegnat; Clarence Whiteside; Denys Slater; Charles A. Burton, retiring president; Curtis Fitzpatrick; Albert E. Shepherd, member ex-officio; Tom Gallaher; H. C. Buchanan; George A. Boyd; A. B. Spain, Jr. Not in photo: T. O. Dunman; A. C. Skinner, Jr., and U. N. Sprague

Howe, AIL's representative at the capital, ended the session.

The dinner-dance finale was held at Houston's Hotel Shamrock. A preconvention testimonial dinner honored NICD President Milholland.

The hit entertainment feature was a bus trip to the San Jacinto Battlegrounds. Hugo Swan, acting as lecturer in one of the busses, almost instigated a riot with a minority group headed by Harold Howe. Peace

was restored before the trip ended at the San Jacinto Inn.

The election of new Oklahoma officers was postponed to a later date. The following were chosen to head the Texas group:

President, Ray Pell, Houston; vice presidents, Jack Henckels, Fort Worth, and Orval A. Slater, San Antonio; secretary-treasurer, Floyd Thorn, Houston; sergeant-at-arms, H. W. Tyson, Houston. # #



Delegates brought the families along to dinner at San Jacinto Inn

# FUMOL out in front!



**YES! DEPENDABLE  
FUMOL  
MOTH PROTECTION  
PRODUCTS  
LEAD THE FIELD!**

## First Choice FOR DEPENDABLE MOTH PROTECTION

More and more, America's drycleaners have come to recognize FUMOL as the time and laboratory tested\* leader in moth control! At the lowest possible cost, too! More and more, America's drycleaning customers prefer FUMOL moth protection! Millions of garments have proved FUMOL dependable. That's why FUMOL moth control products are out in front!



*Independent testing laboratories have found that FUMOL products meet the rigid specifications for moth protection.*



➔ Soluble in Solvents

➔ Moisture Free

# FUMOL

**CORPORATION**  
VAN DAM STREET AND BORDEN AVENUE  
Long Island City 1, New York

**FUMOL OS 40**

*For Use in Petroleum Solvent Systems*

**FUMOL SS 60**

*For Synthetic Solvent Systems*

**SECTOFOG**

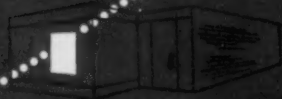
*Double Action Moth Fogging*

**MOTH SECTOL**

*Double Action Moth Spray*

The sign of DEPENDABLE  
FUMOL MOTH PROTECTION

DECALS for  
your windows  
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Also WINDOW STREAMERS • TAPES  
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Yes, we want to know more about Dependable FUMOL MOTH PROTECTION and how it can help us build Sales.

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## South Dakota Convention

FIVE STATES were represented at the annual convention of the South Dakota Association of Cleaners and Dyers, held April 28-30 at Aberdeen. The registration of 204 included drycleaners from North Dakota, Minnesota, Iowa and Nebraska.

The program, organized by a local committee headed by Dennis Melzark, started with a tour of Aberdeen's drycleaning plants. The tour included a finishing demonstration by George Schlemmer of U. S. Hoffman Machinery Corporation, and a spotting and prespotting demonstration with Owen Rosenberger of R. R. Street & Co. Inc. in charge.

Technical talks at the Sunday session included a discussion of "Trapping for Profit" by Otho Ulrich of Armstrong Machine Works, and "Filtration and Distillation" by Peter Pasco of Martin Equipment Corporation. Mrs. Phil Johnson and Dave Galliher staged a spotting demonstration. Secretary Gal-

liher also spoke at the luncheon meeting. Robert Cowie, head of NICD's management engineering department, gave a film-illustrated talk on "Cost Reductions by Methods Improvement."

The exhibit and discussion of 700 "Fabrics You Should Know" by Paul Jacobsen of the Wallerstein Company was repeated the following evening before a group of retailers, home economics teachers and students, women's club leaders and other interested persons.

The wind-up banquet featured a forecast of the future by M. I. McKenna of E. F. Drew & Company, Inc. He advised ordering supplies 90 days ahead, warned of equipment and labor shortages and higher taxes, and urged wholehearted compliance with government regulations. The retiring president, Lester Brown of Sioux Falls, reported on the progress of the industry in the state. The entertainment program included a Saturday-evening fashion show,



**SOUTH DAKOTA OFFICERS**, left to right: Ralph H. Van Buskirk, vice president; Lester Brown, retiring president; Robert Rea, new president; Dave Galliher, secretary; Roe Granger, treasurer



**SECTIONAL VICE PRESIDENTS**, left to right: Calvin Thelin, Sisseton, Section 1; Robert Maxwell, Parkston, Section 3; Mrs. Claude Steele, Britton, retiring vice president, Section 1; Melvin Whitman, Vermillion, Section 2. C. D. Welch, Section 4, was not present for picture

with a buffet supper and dance.

The South Dakotans chose Robert Rea of Ipswich as president, Ralph H. Van Buskirk, Scotland, vice president, and Roe Granger, Aberdeen, treasurer. Dave Galliher of Mitchell was reelected secretary. #

## First Arkansas Convention

by LOU BELLEW

THE FIRST annual convention of the Arkansas Cleaners and Dyers Association got off to a great start as more than 150 delegates gathered in Little Rock for a two-day meeting.

The principal speakers were such well-known industry figures as Gene Milholland; president of the National Institute of Cleaning and Dyeing; Albert Johnson, secretary-treasurer of the American Institute of Laundering; Dr. Dorothy Lyle of the NICD, and a seedy-looking character by name of Bellew, selling magazines . . . or something.

Gene Milholland and Albert Johnson explained the services offered by their respective institutes, while Dr. Lyle spoke on new fabrics and explained some of the problems cleaners could expect from them.

Local advertising man Al Pollard gave a grand talk on the advantages of proper advertising, stressing the need for a program with definite objectives rather than a hit-or-miss campaign.

Several timely films were shown during the two-day session and the well-paced program may well have insured the future success of this fine association. Arkansas' able new executive secretary, John Sallis, evidently spared no effort to make this first convention outstanding. For instance, where else can an executive secretary be found who can arrange for the out-of-state speakers to personally meet the governor of the state and become real bonafide "Arkansas Travelers"?

The entire slate of officers was reelected for a second term. They are: Q. S. Godsey, president; E. R. Godfrey, first vice president, and Charles Richardson, treasurer. Directors representing the seven districts are: Lee Williams, L. T. Roaseau, E. R. Godfrey, E. H. Payne, R. L. DeClue, L. F. Hendricks and Arthur Rhodes. Mr. Sallis continues as executive secretary.

The Arkansas group decided to hold its second convention next June in Hot Springs. #



**GOVERNOR** of Arkansas (second from right) bestows title of "Arkansas Travelers" on T. E. Milholland, Dr. Dorothy Lyle and Albert Johnson



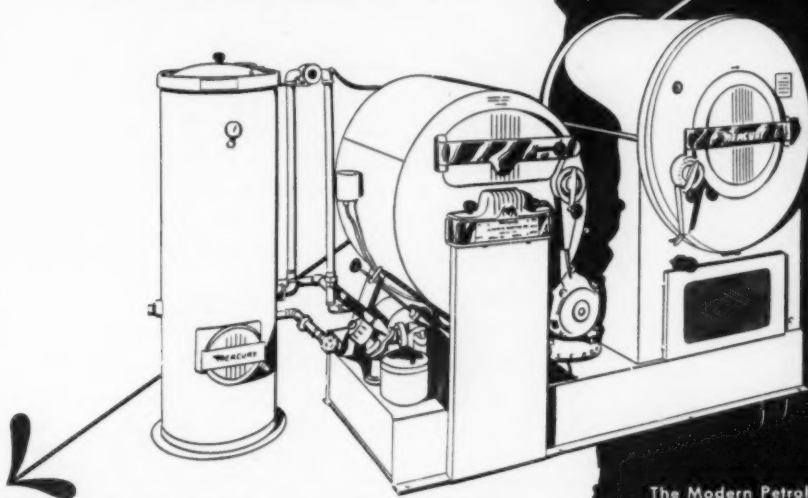
**SOME OF 150 DELEGATES** to Arkansas' first drycleaning convention

# **MERCURY**

gives **full protection**

**To More Than 3000 Successful  
Mercury Owners In U.S.A.**

**140° F. for safety and economy**



**safety** Washes and extracts in the same cylinder, avoiding transfer of wet garments and solvent spillage. Completely closed and vented to the outside. U. L. listed for use with 140° F. petroleum solvent.

**profits** Designed for a weekly volume of \$1000.00. Single loading of wheel for wash-extract saves time. Low investment and low maintenance.

**security** The precision-built Mercury gives years of dependable service. And you face no "solvent shortage" with 140° F. which is readily available . . . at low cost.

The Modern Petroleum Dry-cleaning Unit! 36 pound washer-extractor, 36"x30" tumbler, six plate 1000 GPH filter, sight glasses, piping, pump and storage tank in one complete system.

**\$2850**

F.O.B. FACTORY

**DRY CLEAN WITH DRY HANDS**

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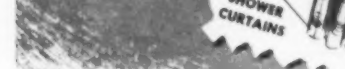
**The Modern Petroleum Unit**

**MERCURY  
CLEANING  
SYSTEMS, INC.**

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Dept. 18, Chicago 6, Illinois  
Telephone ANdover 3-5420



Here's the **ALL-ROUND WATER REPELLENT**  
you want for **EXTRA BUSINESS...AND PROFIT!**



"ARIDEX" is right . . . for rainwear and sportclothes . . . because it makes them shed water. "Aridex" is right . . . for playclothes and household articles . . . because it makes them resist spots and stains—makes them easier to clean when they come back. For years, leading cleaners and launderers have relied on "Aridex" for this profitable repeat business . . . because "Aridex" should be renewed after each cleaning or washing.

"ARIDEX" cuts your cleaning costs . . . cuts spotting time because ordinary spots and stains are kept on the surface of the fabric. "Aridex" helps garments hold their shape too . . . without causing objectionable stiffness. And "Aridex" is simple and inexpensive to use.

"ARIDEX" is the *only* renewable water repellent backed by Du Pont research and the Du Pont name . . . a name that customers trust, and a name that *helps you sell*. You can depend on Du Pont "Aridex" for quality repellency . . . and customer satisfaction.

For information about sales helps, write  
Du Pont Textile Service Section, 40 Worth  
Street, New York 13, N. Y. CO 7-3966.

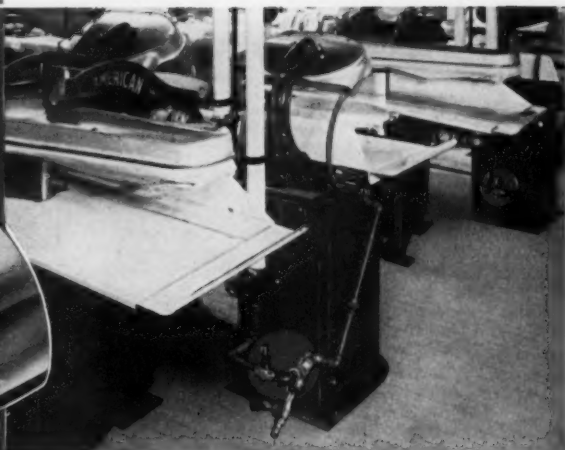
**DU PONT**

**Aridex**  
REG. U. S. PAT. OFF.

**Renewable Water Repellent**



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY



# 25 MINUTES SAVED FOR PRESSING BUSINESS

It used to take 30 minutes to warm up the presses in a big Philadelphia tailoring plant. Now it takes 5.

What happened? They replaced old-style steam traps with Yarway Impulse Traps—and **gained 25 extra minutes a day for productive operation.**

That's pretty typical where Yarway Steam Traps are on the job. Whether it's a tailoring plant, laundry, cleaning establishment or other plant where steam is used, Yarways are designed to send the most premium B.T.U.'s at top temperature into your process or product. **They get equipment hotter, sooner . . . and keep it hot.**

When you add to this the other Yarway features—small size, only one moving part, easy installation, low maintenance, dependable operation, low cost—you have the reasons why over 750,000 Yarway Impulse Steam Traps have been already installed.

One of 216 Yarway trap and strainer distributors is located near you. See him for your Yarways today.

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## YARWAY

### NEW TRAP BOOK

Twenty-four pages of the latest information on steam traps and trap applications. Your copy is free. Write today.



**the steam trap designed with more production in mind**

## LEGAL DECISIONS

by A. L. H. STREET

### Effect of Building Restrictions

Were owners of adjacent lots entitled to enjoin the use of land for a cleaning plant in violation of a restriction in the title to that land, where the neighborhood remained residential in character and erection of the plant had been carried on in the face of objections?

Yes, answered the New Jersey Court of Errors and Appeals in the case of *Friedman v. Cicoria*, 54 Atl. 2d 922.

The court intimated that where, as in this case, lots in a residential district are owned under deeds which limit the use to which the land may be put to residential purposes but where, unlike this case, the restriction has been commonly disregarded by owners of property in the area and where business or industrial establishments have been permitted to locate there, the restriction will not be enforced against any of the lots.

The court, like all other courts, also recognized that nearby property owners can not unreasonably delay their objections. They cannot stand by silently until much money has been spent erecting a cleaning plant and then, for the first time, object. They will be deemed to have slept on their rights. But in this case the neighbors warned the cleaner from the start that they objected, even if their suit for an injunction was not brought until a few days before the work was completed.

### College as Cleaner's Competitor

Unless there is a statute that forbids it, can a college legally compete with commercial cleaners to the extent of providing cleaning service for students, the faculty and the administrative personnel?

The "yes" answer to this question given by the Georgia Supreme Court in the case of *Villyard v. Regents of University System of Georgia*, 50 S. E. 2d 313, probably reflects what almost any appellate court would be apt to decide in any state not having a statute forbidding colleges or universities to engage in such enterprises.

The Georgia court decided: It was for the regents to decide whether they would establish a cleaning enterprise at all or at only one or more of the colleges under their control. (The Georgia regents seem to have established but one—at the State College for Women.) Debts incurred by the regents in operating the plant were not debts of the state within the meaning of a constitutional limitation on state debts. The fact that the college cleaning establishment charged lower rates than local commercial cleaners did not constitute illegal competition with the latter.

The court cited several decisions rendered in other states, upholding the establishment of college bookstores, printing offices, infirmaries, etc.

The suit to enjoin the regents from furnishing laundry and cleaning service to the students, etc., at the college was unsuccessfully brought by a local cleaner and several citizens and taxpayers.

**Comment:** The writer has watched for years fights that have been waged in the courts in numerous trades and industries to bar new forms of competition, where

#### INVITATION TO THE READER

In this department of *THE NATIONAL CLEANER & DYER* Mr. Street, an attorney, and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

it was obvious that the efforts should be directed toward securing favorable legislation. Had the complaining Georgia cleaner induced other cleaners, book dealers, etc., to cooperate in an effort to get a law through the Georgia Legislature restricting the power of the regents so that they could not go into business in competition with local concerns, there would have been a better chance of victory than the suit afforded.

Cleaners, like other businessmen, are too prone to jump to the conclusion that their constitutional rights are invaded by the creation of any new type of competition. Efforts to get favorable legislation or to defeat unfavorable legislation usually offer a better bet than a lawsuit. We say *usually*, remembering that out-of-town cleaners have won a good many suits to establish their right to do business in a town or city whose city council has attempted to create a monopoly for local cleaners by adopting ordinances that virtually forbade competition from the outside, by imposing excessive and discriminatory license fees and other burdens not imposed upon local cleaners. Such cases afford an exception to the rule that an ounce of favorable legislation is worth a pound of litigation.

### Measuring Damages to Drapes

A home owner sued a cleaner for five of eight sets of hand-blocked linen draperies, lined with satin, for injury rendering them unfit for use. Could the plaintiff collect (1) damages on account of embarrassment felt by his wife in entertaining guests, because of the absence of the draperies, and (2) the full value of the eight sets?

The Louisiana Court of Appeals, New Orleans, answered the first question "no" and the second question "yes." (*Gugert v. New Orleans Independent Laundries*, 181 So. 653.)

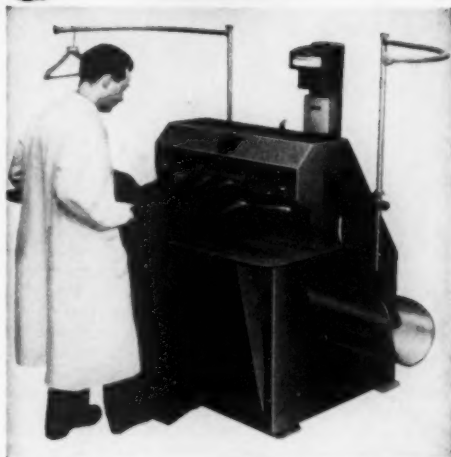
As to the wife's embarrassment, the court said that was personal to her and since she was not a party to the suit, she was not entitled to damages.

But because the eight sets of drapes that were cleaned composed a single decorative unit and the three undamaged sets were useless without the five damaged sets and eight new sets would have to be bought, the court said that the entire eight old sets ought to be treated as useless.

The court arrived at a \$35 award of damages in favor of the plaintiff by taking the cost of the eight sets of drapes, \$119, as a base, and by allowing for depreciation covering the seven years during which they had been used.



3

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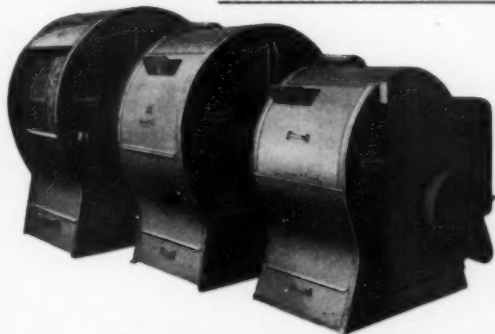
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## Getting Along With Your Employees\*

by Dr. E. H. VAN DELDEN

*Professor of Industrial Relations, New York University*

EARLY BOOKS of the "success" type emphasized the importance of a worker accommodating his thoughts, his desires and his actions to the requirements of the job. Such thinking is currently outmoded. In fact, all indications concerning the present and the future are that the employer who wishes to be successful will do whatever he can to understand and to practice the principles of getting along with employees.

It is true that trying to tell anyone how to get along with his own workers is something like the reply of a mental patient when asked by a psychiatrist why he was constantly scratching himself. "Because," the patient said with a smile, "I'm the only one who knows where I itch."

Even though you undoubtedly are fully informed concerning your own situation, it is occasionally possible for someone from the outside to contribute to a better understanding of the problem. After all, it is the bystander—not the participant—who obtains the best view of a parade.

There seems to be a tendency in recent commercial advertising to emphasize the negative features of a product: in candy mints, the hole; in cigarettes, coughs and throat irritation; in cleaning and dyeing, speed. In the same way, speeches on how to get along with your employees usually emphasize what not to do. Let us, therefore, in the words of a popular song, "accentuate the positive."

Speed may be important in your business but the quality of the work done represents the positive contribution. Speed can result either from a hasty, slipshod job or from the willing cooperation of workers to expedite the process without any sacrifice of quality. You are in a position to know whether such cooperation exists in your own organization.

### Cooperation Is the Key

The National Institute of Cleaning and Dyeing was founded on the principle that progress in the industry lay in cooperation *within* the industry. It is the old story of the farmer who grew the finest wheat in the countryside. When neighbors asked him for seed he sent them away with advice to develop their own seed as he had done. Then disease struck the weaker stands of wheat of his neighbors; eventually, through the air, the disease was spread and his own wheat was destroyed. Whereupon the farmer distributed his seed widely, recognizing at long last the principle that one cannot have healthy wheat unless his neighbors also have healthy wheat.

It is in the nature of cooperation that it must be voluntary; it cannot be demanded or enforced. It is primarily between persons and based upon reciprocal action. Employees may cooperate with the boss but are quite likely to look upon a company as something impersonal and feel no call to assist in furthering the purposes of the enterprise. There is even likely to be a different feeling about the inviolability of property belonging to a corporation, for example, and that belonging to an individual employer.

It must be obvious that cooperation is not possible unless both parties have the same goal. It is essential also that the objective be understood as well as how to go about reaching it. And I might add that there must be a feeling that achieving the objective will result in *mutual* benefit. With prices, profits and wages frozen, that may become increasingly difficult in the future.

With labor in short supply and defense plants raiding retail establishments, the cooperation of one's employees becomes a business necessity rather than an abstract ideal. An item called "goodwill" is carried on the balance sheet of many companies. This is external goodwill and is based upon what customers think of you. Internal goodwill depends upon how employees regard the company as an employer. If such an entry were kept, it might be found to be in the "red" as a result of misunderstanding the human element.

That stock character, the husband whose wife "doesn't understand him" is comparatively happy as contrasted with the worker who doesn't understand, and who hasn't been told, the reason for the latest change in working conditions. When workers are resentful of unexplained commands, the company's goodwill drops precipitously.

Cooperation is impossible without understanding, yet all too often employees are neither asked concerning their wants and needs nor told about the wants and needs of the boss.

I can remember also, from my boyhood on a farm, that it was customary to put blinders on a buggy horse because it was desired that he go only as guided. When harnessing a horse to pull a cultivator, however, his eyes were left unrestricted. This was so he could walk freely and cooperate by not stepping on the corn.

If you want your employees to cooperate by using judgment, then leave the blinders off and be sure they understand all the "why's and wherefore's." Lastly, make sure there is a quid pro quo of some sort so they will feel that the benefits of cooperation are not all one-sided.

It is a truism that no program is better than the people who must carry it out want to make it. Consider, then, the impact of the wage freeze upon an employee

\*From a talk at the 42nd NICD convention, Atlantic City, New Jersey, February 6, 1951.



## Problem

Perspiration odors have thoroughly permeated this dress. It has been worn much longer than it should have been—but it is finally sent to you to clean and remove *all* the objectionable odors it now has.

## Solution

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struggling along to provide the necessities and some of the comforts of life for himself and his family. The budget that is threatened by every illness, the kids who need to go to school and maybe, to college, the payments that must be scraped together a few dollars at a time—these are problems hard to appreciate unless one is in a similar situation.

#### **Incentives Other Than Money**

With money motivation lacking, we may well ask ourselves, "What incentives are left to encourage people to work?"

An example of motivation of a sort is the story of a woman who was called up for jury duty but refused on the grounds that she didn't believe in capital punishment. Trying to persuade her, the judge explained, "This is merely a case where a wife is suing her husband because she gave him a thousand dollars to make a down payment on a fur coat and he lost the money in a poker game." "I'll serve," the woman replied. "I could be wrong about capital punishment."

The task of motivating people in order to obtain cooperation is vastly different today from what it was a decade or so ago. Pay and job security no longer seem to provide complete job satisfaction; both are expected and demanded. The eternal question as to whether we live to eat or eat to live has been transformed into whether we live to work or work to live. Job satisfaction seems always to elude us like the mechanical rabbit in a dog race. Lacking satisfaction from work, we turn readily to pleasures offering a temporary "escape"—anodynes—with little of lasting value.

How is it possible, for example, to motivate the teen-ager who expects to be drafted, the young married man whose wages are frozen, the older man who must retire at 65? All too often, the individual attitude seems to be "I'm just working out my time." What can you do for the man without ability—the substandard employee who may be all you can get? What are the needs that, when fulfilled, will cause people to find work satisfying?

An experiment made with rats was reported to a meeting of the American Psychological Association. A cage had been arranged so that a rat had to press a lever, in the manner of a slot machine, in order to obtain a tiny pellet of food. The lever and the food slot were side by side and three rats learned quickly, one after another, to operate the mechanism.

The lever was next moved to the opposite side of the cage. It was now necessary to make a round trip across the cage for each pellet. Again, each rat learned separately how to work it. Then the three rats were put in the cage together.

The first day, all three remained around the food slot, unwilling to cross the cage and press the lever. When one or another made the trip, he lost the pellet which was promptly eaten by one of the others. By the third day, the rats were so ravenous they tried to chew the steel slot to pieces to get the pellets.

On the fourth day, one rat banged the lever quickly three times and ran across the cage in time to get the last pellet. He kept this up for an hour and a half, pressing the lever 1,156 times before all three were satisfied. Extreme hunger had motivated him to work, not only to supply himself, but to pay taxes of twice as much as well.

With unemployment insurance and liberal relief allowances, hunger and cold no longer provide a motivation for work. Desires such as those for self-expression, self-respect or recognition must be utilized instead. We all want to feel that we are "great guys."

One psychologist expressed this in terms of an invisible sign everyone wears around his neck stating "I want to feel important."

Every individual has a tremendous belief in his own personal honesty, even though he may be fundamentally crooked. He has rationalized his actions to himself so that he is convinced that he is thoroughly honest. When you imply that anyone is not a person of integrity, antagonism develops immediately.

One morning recently, I stopped by a local barber-shop for a haircut. The boss was all alone. Soon other customers arrived, then another barber and, finally, a third barber put in his appearance. The latter expostulated loudly about how the signs on the subway train had been misleading and he had been taken out of his way. The boss curtly reminded him that he also lived in the same neighborhood, but that nothing like that had ever happened to him. Whereupon, the exchange of words became heated, the tardy barber claimed he was insulted and walked off the job.

We are living in a supercharged emotional age. Many of us have feelings of insecurity and lack of integration with our environment. One hears frequent references today to such phrases as "peace of mind"—something everyone is seeking and all too few finding. Criticisms of employees, therefore, need to be made, if at all, by the "sandwich" method of preceding the adverse comment by something favorable and following with a friendly remark to remove the "sting."

#### **Basic Motivations**

All of us seek the satisfaction that comes from a sense of "belonging" and acceptance. Motivations which have seemed to provide a will to work include:

1. The desire to accomplish something useful.
2. The desire for the approval of others.
3. The desire to keep up with the Joneses.
4. The desire for a good reputation.
5. The desire for a feeling of personal progress, especially as related to the status achieved by rivals.

The employer who is able to satisfy one or more of these basic desires will find his employees responding in many ways.

An example of how others notice these subtle considerations was expressed recently in an ECA class. As you know, several universities have been putting on short courses for groups of industrialists from friendly nations. These men are taken through American plants and taught American methods of operation. A German labor leader was asked after such a visit what he thought of the plant. "Wonderful," he exclaimed, "and the best thing was that they introduced me to everybody." Then he added thoughtfully, "And the introduction was the same for the elevator boy as for the works manager."

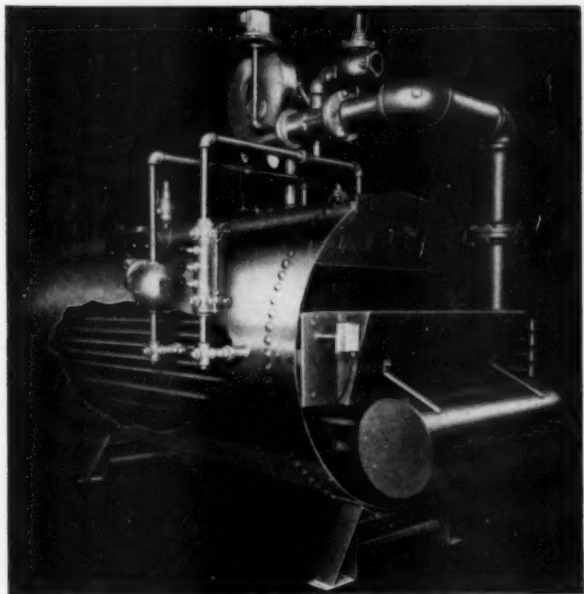
Besides motivations, it is necessary to consider the cause-result approach to behavior in dealing with employees. It is easy to act on impulse and neglect to find the real causes before taking action. Such employers are very much like the citizen who went to the rationing board and stated, "My wife has no sugar at all in the house, not an ounce of it." The secretary of the board warned him, "Remember now, you're making this statement under oath; you've got to tell the truth!" The applicant hesitated. "Gotta tell the truth, eh?" he asked. "Yes," he was told, "or you'll go to jail." The applicant sighed, "All right, in that case I'll tell the truth. We ain't married."

There is a cause for every result, a cause for every behavior—and action taken prematurely, without thinking through to the real cause, may be ineffective and

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1 part Cyclo with 2 parts Picrin. In this formula the Picrin retains its quick cutting solvent properties, while the Cyclo serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric. Accurate tests prove conclusively that this formula works faster on paint, oil and grease than any other of equal safety.



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For safest removal of perspiration and food stains, prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent.

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With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Write for complete information on prespotting with Stock M of Cyclo.

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Cyclo is especially adaptable to the Spray Spotting Method.

The Leveling Solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts petroleum solvent.

When sprayed over wet area following steam spotting or after application of water as such, the 1-5 Leveling Solution permits the feathering to be done in the machine instead of on the board.

The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for complete information on the Two-Gun Method.

Fortify your favorite  
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Regardless of the efficiency of your current filter soap you may improve its properties for whiteness retention and insoluble soil removal by fortifying it with 2 ounces Cyclo per pint of filter soap or 1 pint per gallon.

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often harmful. A machine is a great moral educator because when something goes wrong it is necessary patiently to seek the reason. There is no value in kicking it as one might do with a donkey that refused to move. In the same way, a crying baby will convince nearly everyone that the thing to do is to try to determine the basic cause and to correct it.

The reason for poor work or an accident may be attributed to carelessness. Overlooked is the fact that home worries, finances, job or boss pressure may be the real reason for the carelessness. The same principle applies to tardiness, irritability, lack of confidence and other problems.

Employers need to recognize frustrations and their causes if they would get along well with employees. Aside from the well-known persecution complex, there

is need to recognize aggression behavior where the individual, either openly or indirectly, attacks people or things; the regression or immature type, like the girl who cries or sulks; rationalization, where the worker finds excuses for his frustration; resignation or giving up quickly, as typified by such a statement as "Nobody ever gets a fair break around here"; fixation, where the same action is repeated in vain over and over again, and last of all, the escape reaction which includes the headache and stay-at-home-for-a-day cases.

There are many studies being made on the social processes involved in organization. The importance of the work group as an entity with definite likes and dislikes is now recognized. Where organizations are kept simple, these problems are not nearly as acute as in large groups. Consideration must nevertheless be given to the fact that they exist.

Today, all employers need to adapt themselves to operating in a changed business climate. Our situation has been described as living and working in an economy designed to become a fortress against a billion barbarians.

Our social organization is based upon the principle of the supreme importance of the individual human personality. We know that man is the greatest dynamic force in nature and it is our firm belief that freedom contributes creative values to this force. The principles of this social philosophy must be applied to everyday practice, however, if the sacrifices we are being called upon to make are not to be made in vain.

If the democratic way of life were not based upon a moral concept of human values, it

would not be worth preserving. In a controlled economy of directives and freezes, military conscription and labor drafts, it is important not to forget that manpower is composed of men. This is as vital to our daily work as to the decisions made in Washington. Recognizing and treating employees as individuals not only releases the full creative power of their energies but becomes a living example of democracy in action.

Let us take to heart the advice of Count Tolstoi, who wrote, "All of our troubles come from the fact that we think there are circumstances in which men may deal with human beings without love, and there are no such circumstances. One may deal with things without love; one may cut down trees, make bricks, hammer iron without love; but you cannot deal with men without it." # #

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An ingenious engineering development "pre-lathers" the shampoo solution. Rotary brush action further whips up the shampoo into rich, cleansing suds. In lather form the shampoo cleanses most effectively and does not penetrate deeply. Upholstery dries quickly . . . normally in 3 hours. Saves on shampoo solution, too . . . and minimizes spattering.

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The HILD System boosts upholstery shampooing profits two ways. First, it cuts costs . . . saves time, saves labor, saves materials. Second, it enables you to command top prices for your service. Mail the coupon for complete information . . . today!



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14 March 1951

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1. From actual experience we note that the upkeep on the Solvo-Misers is very little. As you probably know, I have been using your Solvo-Misers in my Washington plant since 1946 and during that entire time the only expense incurred was for the purchase of a new link for the chain driven basket.

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3. Another reason why I recommended to my corporation that we use your Solvo-Misers is the large glass door opening which is wonderful for quick loading and unloading. We run through these machines approximately 10,000 lbs. of wool per 5 day week. This is on an eight hour day basis.

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P. S. Incidentally, in our Washington plant we have cleaned as much as ten thousand lbs. of clothing with one (1) barrel of Perchloroethylene using your Solvo-Miser.

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Model A—capacity 20 lbs. dry wght.....\$1095

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## John Gray Joins Adco

Adco, Inc., Sedalia, Mo., has announced the appointment to its drycleaning staff of John P. Gray, formerly director of education for the National Institute of Cleaning and Dyeing.



JOHN P. GRAY

Upon graduation from the NICD school, Mr. Gray worked in plants in Silver Spring and Tallahassee. He returned to the Institute in 1937, serving for 3½ years as instructor in wet-cleaning, synthetic drycleaning and experimental spotting. For a brief period he managed drycleaning plants in Norfolk, Va., and Washington, D. C.

In 1942 Mr. Gray became interested in aviation, learned to fly and secured an instructor's rating in meteorology, aerial navigation and aircraft engines. From the end of 1943 until August of 1944 he taught naval aviation cadets at Virginia Polytechnic Institute. Upon discharge from the Naval Reserve he trained civil pilots for two semesters at VPI.

In July 1945 Mr. Gray rejoined the Institute staff, with the title of coordinator of instruction, to reopen the school. He wrote courses of instruction, trained instructors, supervised instruction methods, taught several courses, and generally supervised and advised on all student activities. It has been stated that his work was responsible for modernizing and improving the school and contributed largely to its high rating among vocational-education institutions. In January 1950 he was put in complete charge of all NICD resident courses, field courses and special courses,

with the title of director of education.

Mr. Gray has made speeches at many drycleaners' meetings and conventions and at every NICD national convention since 1945. He served as national president of the NICD Alumni Society during 1948-1950.

Adco's announcement points out that Mr. Gray's drycleaning knowledge will make him an invaluable addition to the company's drycleaning staff and further its objective of giving a truly practical service with its drycleaning and wetcleaning products.

## International Paper Executives

At a meeting of the Board of Directors of International Paper Company in New York City, Stuart E. Kay and F. Henry Savage, veteran employees of the company, were elected vice presidents.

Mr. Kay has served since 1936 as manager of manufacturing, Northern Mills, and Mr. Savage was appointed last January to the position of assistant general sales manager. Both will continue their present responsibilities.

## U. S. Hoffman Western Sales Meeting



A Western district sales meeting was recently held in Los Angeles by U. S. Hoffman Machinery Corporation. The sales and technical men shown in the photographs gathered from the 11 Western states and the company's headquarters office in New York.

Those attending were Marvin Green, general sales manager;

## New Vic Distributor

Vic Cleaning Machine Company, Minneapolis, Minn., has announced the appointment of Ruco Sales Company as its newest distributor. With a complete display and sales office at 620 Brookline Blvd., Pittsburgh, Pa., the Ruco company will give sales and service coverage to Pennsylvania, West Virginia and Ohio. The new distributing center will make it possible for users of Vic equipment to get faster service in the tri-state area.

## New Elgin Distributor

Elgin Softener Corporation, Elgin, Ill., has appointed Betz Engineering Sales Company, 1225 S. Magazine St., New Orleans, La., as its sales representative for Louisiana, southern Mississippi, northwestern Florida and southern Alabama. The Betz company will handle the complete line of Elgin water-conditioning products.

With a well-rounded background in the science of water conditioning, Allen W. Betz and the Betz company which he heads are well qualified, Elgin states, to give expert counsel on water correction problems.

## Street's Honors Wilburn

As part of its 75th anniversary celebration this year, R. R. Street & Co. Inc. is honoring Bill Wilburn, plant technician, who will celebrate his 12th anniversary with Street's on September 1.

A native of Texas, Mr. Wil-



WILLIAM WILBURN

burn practically grew up in the drycleaning industry. Starting when he was 14 years old, he became a full-fledged silk spotter by the time he was 18, and later served as plant manager in a number of the Middle West's leading plants.

Mr. Wilburn has long been regarded as one of the industry's leading authorities on drycleaning techniques. He has received national recognition because of his trade paper articles. One of his earliest, on "Odor—Its Cause and Cure," was published in 1933, and it is still regarded as perhaps the most complete treatise ever written on this very important subject.

Since entering Street's employ in 1939, Mr. Wilburn has written a great many other informative technical releases. Among these are "How To Organize Cleaning Room Procedure," "Lipstick Loads," "Lint," "The Vacuum Still," and "Tumbling as an Art." These bulletins are still being currently released, and copies may be obtained by writing directly to Street's office in Chicago.

For many years Mr. Wilburn was assigned to special duty as plant technician to the United States at large. Because of his practical approach to the drycleaners' problems, he has appeared on convention and



**CLEAN CLOTHES** mean satisfied customers. **SOLVINK** removes ink, rust, paint and blood stains, quickly and safely.

**CLEAN PROFITS** are guaranteed. **SOLVINK** saves you money. Saves you time. Keeps your customers happy.

1/2 pint set—two solutions—\$2.25. Even more economical in pint, quart and gallon sizes.

Order from your jobber on a  
MONEY BACK GUARANTEE  
or write Dept. 3-N for free sample.

## GREENVILLE CHEMICAL CO.

Greenville, S. C.

Mfrs. of **SOLVINK**—Greenzyme—Tansol—  
Iodaze—Six-in

clinic programs in all parts of the country.

Mr. Wilburn is perhaps best known for his pioneering work in temperature control. In 1947 he released his article on "Look at Your Tumbler . . . See Where Your Claims Come From," and he persuaded Street's to start its "anti-shrinkage" crusade. Since then Street's field technicians have installed more than 14,000 tumbler stack thermometers. And as a consequence of Mr. Wilburn's pioneering work, most modern tumblers now come equipped with built-in temperature controls and regulators, air filters and increased air circulation.

Mr. Wilburn is currently assigned to Street's headquarters in Chicago, and the confining nature of his work prohibits travel or appearance on convention programs. He still writes technical bulletins, however, and his most recent one, "Making Your Machines Last Longer," appeared in the March issue of one of the leading trade papers. Street's has made reprints of this article, designated as technical bulletin #5332. Copies may be obtained by writing directly to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

### "See-Safe" Patented

The U. S. Patent Office has granted patents covering top and bottom closures of "See-Safe" Plastic Storage and Trav-



ENTIRE GARMENT can be seen

el Bags, manufactured by the Mehl Mfg. Co., Cincinnati, a division of Sydney-Thomas Corporation. The U. S. patent is No. 2547530.

The Mehl Mfg. Co. reports further improvements in the widely accepted See-Safe bags. These include double strength at top of the bags and a distinctive two-tone effect. The bags are said to be airtight, moth-proof and dustproof, and to be re-usable.

### Stallknight Honored by American Company

Raymond G. Stallknight, general office manager of The American Laundry Machinery Company's Rochester, N. Y., factory, was recently honored as the 22nd member of the company's "Fifty Year" Club. During special ceremonies held at the Rochester factory, Mr. Stallknight was presented with a 50-year service pin and an engraved gold wrist watch.

A native of Rochester, Mr.

Stallknight started as an office clerk with The A. T. Hagen Co. of that city in 1901. When the Hagen Co. was consolidated with the American organization in 1907, he worked under the general office manager of the Rochester plant. In 1913 he took over the managerial duties of the factory office, a position he holds at the present time, in addition to handling local sales for the company in Rochester.



CONGRATULATIONS on 50-year service to Raymond G. Stallknight (left) from Verner C. Kreuter, vice president of American

### Multi-Clean Sales Manager

N. H. McRae, president of Multi-Clean Products, Inc., St. Paul, Minn., has announced the appointment of Gene Hesli as sales manager of the firm. For the past four years Mr. Hesli



GENE HESLI

has been Multi-Clean's factory representative in Chicago and the Midwestern territory comprising Illinois, lower Michigan, eastern Wisconsin, St. Louis and Louisville.

In his new position Mr. Hesli will have charge of advertising and sales promotion,

and will work closely with the sales and distributor organization of 13 factory representatives and between 500 and 600 distributors in the United States and Canada.

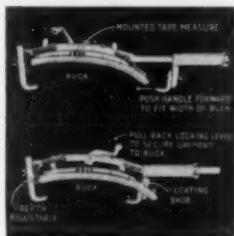
Mr. Hesli was graduated from the University of Minnesota Institute of Technology in 1939. He was employed by the J. I. Case Company as a territory sales supervisor before his affiliation with Multi-Clean.

Multi-Clean's Chicago and Midwestern territory will be taken over by Dan McNeely, who has handled the western Wisconsin and eastern Minnesota territory for the company the past two years.

### Newhouse Master Clamp

A new type of press clamp, to be known as the Newhouse Master Clamp, has been announced by the Newhouse Company, Glendale, Cal. The outstanding feature is a padded "floating shoe" which, by the flip of a small lever, "locks" the garment securely to the buck. This shoe is shaped to conform to the buck and, Newhouse states, since the pressure is straight down there is no puckering, binding or wrinkling of the garment.

The clamp is first secured to the buck by sliding the handle forward until the adjustable hooks grip beneath the buck,



thus protecting the foam rubber pad against snags or tears. Constructed of a light alloy, the clamp weighs less than 2½ pounds. According to Mr. Newhouse, it is easy to operate and will speed up press work.

### Temperature Control For Stills

A new automatic temperature control valve which maintains vacuum still condensing water at a constant 120 degrees F. has been announced by Bowser, Inc. It is available with new Bowser stills and as an ac-

cessory for Bowser stills now installed.

According to F. C. Charlton, manager of drycleaning sales, when installed on the still's water outlet this new unit improves operating efficiency as a result of better and faster condensation. It operates at any water pressure and is said to materially reduce the condensing water usually required.

Additional information can be secured from Bowser, Inc., Fort Wayne, Ind.

### Diamond Appointments

Diamond Alkali Company, Cleveland, Ohio, has appointed three new laundry sales and technical service representatives to cover commercial, institutional and linen supply laundries in six Southern states, according to Roger C. Raduns, supervisor of laundry sales and service.

Frank V. Allen will cover Florida; A. B. Shaw, Jr., will be responsible for customer service activities in the Carolinas and eastern Tennessee; William F. Moran, Jr., will cover Georgia and Alabama. The three men are attached to Diamond's Memphis branch

THOUSANDS NOW  
IN USE IS A GREAT  
RECOMMENDATION

## High Speed — Safety Equipped WESTERN Extractors



Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

### WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

### A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.



### WESTERN LAUNDRY MACHINERY CO.

10th and Fayette, Dept. NC North Kansas City, Mo.

Please forward complete information on Western Extractors. Size needed \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Now you get **BIG CHARACTERS**

**B-3-5.764**

(actual size)

## The New **NATIONAL B-40** AUTOMATIC TAG MAKING MACHINE

You can read  
the tags this  
machine  
prints  
at a  
distance  
of 10 feet

The new B-40 prints big, clear, distinct letters 1/2" high. Prints 8 characters. Visible keyboard. Shows exactly when mark is set. Mark once set remains in set for any number of tags. For use in dry cleaning plants for quicker, safer identification.

Mistakes due to poor visibility are now out! National's new B-40 gives a magnified look at the tag identification of every garment on the rack... positively... and quick.

The operator working in the assembly department will "wheel" this improvement. You'll see the difference, too, in speedier assembly and errors that don't occur. B-40 makes your own tags to suit your own system... no wasted tags... costs less.

The new B-40 has all improvements made in National marking machines over the past 40 years. It's National's latest development for quick, sure, practical garment identification. Write today for price and details.

### THE NATIONAL MARKING MACHINE CO.

4026 Cherry Street, Cincinnati 23, Ohio

NATIONAL MARKING MACHINE CO., LTD.  
16 Sunbeam Road, London N.W. 10, England

#### BRANCHES

NEW YORK 23, N. Y.  
1841 Broadway

BOSTON 15, MASS.  
93 Massachusetts Ave.

LOS ANGELES 7, CAL.  
2700 So. Vermont Ave.

**SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION AND OPERATING SYSTEMS**

sales office, 1381 Heistan Place, reporting to R. B. Perry, branch manager.

Mr. Raduns stated these latest additions to the company's nationwide field staff mark another major step forward by Diamond in long-range, continuing customer service. The program is designed primarily to make specialized technical service and washroom advisory counsel on Diamond's complete line of detergents, soaps and blues increasingly available to a greater number of Southern laundries.

Mr. Allen is widely known to laundry executives in northern Florida and southern Georgia, as he was formerly associated with a machinery and supply company in that area. In his new post with Diamond, he will make his headquarters in Jacksonville, at 1429 Edgewood Avenue.

Mr. Shaw has had extensive laundry plant and route experience in Nashville. At one time he also managed commercial laundries in Lenoir and Hickory, N. C. In representing Diamond in the Carolinas and eastern Tennessee, he will operate out of Charlotte, N. C.

Mr. Moran, a graduate of

Dartmouth College, comes to the company with a diversified business background, including two years as a chemistry teacher and two years as an insurance adjuster. His headquarters are in Atlanta at 2025 Peachtree Road, N.E.

### Martin Filter Manual

An informative 16-page manual on its new Filterstill unit has been announced by Martin Equipment Corporation.

As the name Filterstill implies, the unit combines a filter and a still. Martin claims that installation of this unit saves half of the perchlorethylene normally disposed of in waste sludge. The unit operates without filter powder. Other advantages claimed for the Filterstill are elimination of high pressures, filter scraping, backwashing, sludge removing and constant filter-plate changing.

The manual, illustrated with a number of diagrams, covers all operating phases of the unit. It will be sent free to any user of perchlorethylene upon request to Martin Equipment Corporation, 777 Hertel Ave., Buffalo 7, N.Y.

### Sanitone Names Engineers

Emery Industries, Inc., Cincinnati, Ohio, has announced the appointment of two senior Sanitone engineers.

H. R. Hausman is a graduate of Ohio State University's industrial management school and an NICD alumnus. He could be said to be a child of the drycleaning industry. His father, now superintendent of a large Columbus plant, started out as a drycleaner with Leo Soukup and Guy Liggett back in the horse-and-buggy days.

Dick Hausman has been associated with Fenton Cleaners and Louis Lang's Cleaners & Dyers, both in Columbus, Ohio. For Sanitone, he will make his headquarters in Ames, Iowa, to service Sanitone licensees in Iowa and Nebraska.

Roger E. Johnson, a graduate of the University of Buffalo, will serve Sanitone licensees in New York, northern New Jersey, plus a small corner of northeastern Pennsylvania.

Mr. Johnson's drycleaning background includes 10 years



ROGER E. JOHNSON



H. R. HAUSMAN



full and part-time with Anderson Cleaners, Jamestown, N. Y. He has also served with the sales forces of Clarke Sanding Machine Co. and Fuller Brush Co.

#### Telephone Training Film

Available for free private use by business firms wishing to improve their switchboard service is a 20-minute sound film, "The Invisible Receptionist," produced by Wilding Picture Productions for the Bell Telephone System. This picture illustrates the importance of proper job instruction, telephone company training facilities, prompt and courteous service to callers, and suggestions about how to simplify board operations.

"The Invisible Receptionist" has been widely and successfully shown throughout the Bell System in training and refresher courses for PBX operators. Now it is available for use by any organization wishing to impress upon its operators the vital role they play in properly greeting and serving those who call. A showing of this film may be arranged by calling or writing to your local Bell telephone company business office.

#### Harvester Builds in Denver

International Harvester Company's plan to construct a new building in Denver has been announced by C. P. Wells and M. W. Jones, the company's general sales and motor truck sales district managers in that city. The building, to cost about \$1,500,000, will house a service parts depot, general sales district office and warehouse. It has been approved by Mercer Lee, vice president in charge of supply and inventory, Chicago. It is hoped to have the building, located at 46th and Colorado Blvd., completed by the end of 1952.

When completed the new district office and warehouse will replace Harvester's present general sales district office at 2308-26 15th St. The motor truck district sales office, now at 15th and Platte St., would move to its new building now under construction at 3280 Brighton Blvd.

The service parts depot, one of eleven in the country, will be a new Harvester facility in Denver. It will be a wholesale distribution center for service parts for all Harvester products, serving dealers in Colorado, Wyoming, and parts of Utah, Arizona and New Mexico.

#### New Rug-Cleaning Machine



A new machine that, it is claimed, will wash, rinse and wring out a rug in 90 seconds has been developed by George Kashou, a rug cleaner of Milwaukee, Wis. The equipment will be manufactured by the Goetz Corp., a Milwaukee specialty machine firm, and sold by Mr. Kashou's sales organization.

Constructed of heavy steel beams, the framework is longer than the 16-foot-wide operating intake. It stands somewhat higher than a man, enclosing a treadmill for moving the rug,

soaping and washing heads, wringer rollers, drains and related parts.

On the conveyor belt, made up of steel slats, are fastened hundreds of little steel teats, which grasp the lower portion of the rug firmly enough to move it forward. The belt moves a rug 9 feet a minute from the point where it is inserted by the operator to the rear.

Soap is splashed on the rug from soap heads at the front of the machine. Within seconds,

**IT'S  
TOUGHER!**

**It's BETTER in every way!**

**Cleansertag**

Extra strong — either wet or dry — Cleansertag is the answer to marking tag problems. With it you can say goodbye to shredded tags — illegible markings. Goodbye, too, to curl and distortion. Garment identification in your plant will always be easy — fast and efficient.

There's nothing ordinary about Cleansertag. Just try it. Never again will you use substitutes.

**WRITE TODAY FOR FREE SAMPLES----**

**HOLLINGSWORTH & VOSE COMPANY**

East Walpole, Massachusetts

Please send me samples of your  
**CLEANSERTAG**

Name

Company

Street

City  State



Mr. Kashou states, the soaped portion is under revolving nylon brushes which scrub the nap 450 times a minute. A cam mechanism moves the brushes sideways, giving added movement to the back-and-forth motion. Passing under rinsing heads, the rug rolls out under rollers which exert pressure of 20,000 pounds per square inch.

The machine is powered by four motors, ranging in size from 5 down to 3/4 hp. According to Mr. Kashou, it requires only one operator.

#### Textag Names Time Savers

Textag Control Systems, Atlanta, Ga., manufacturer of dry-cleaning marking tag systems, has announced the appointment of Time Savers, Inc., Montclair, N. J., as exclusive national distributor of its products.

The Textag production-control system utilizes a permanently marked heavy-duty duck fabric with lot and customer identification numerals embroidered in applicable colors. Also manufactured are a series of premarked tags for all types of special handling processes. In addition, handy sorting and storing racks for Textags are available.

#### Pennsalt Product Supervisors

Edward J. Ewell and Wilfred R. Downing have been appointed to the newly created position of product supervisors in the Pennsylvania Salt Manufacturing Company's laundry and drycleaning department, it was announced by J. Stanley Hall, department manager.

Mr. Ewell, who has been with the company since 1936, has been made supervisor of laundry products. After returning to the company following military service during World

War II he was a salesman in the Baltimore and Washington territory. He will now make his headquarters in Philadelphia, his native city.

Mr. Downing, supervisor of drycleaning products, came with the company in 1946 after service as a Marine paratrooper. A native Minnesotan, he operated his own drycleaning business before the war in Parkville, Minn. He helped pioneer the introduction of Erusto dry cleaning products for Pennsalt

and since 1948 was sales-service representative in the Philadelphia and eastern Pennsylvania territory. He will also make his headquarters at the company's office in Philadelphia.

#### New Prosperity Folders

A new series of folders describing its various equipment lines has been published by The Prosperity Company. Folders are available describing the Prosperity 6-A Automatic Drycleaning Unit, the company's line of Z-Air air-operated presses for drycleaning plants, and its Power Circle (P-C) presses for laundries.

The folders are all printed in color, and contain photographs and diagrams to illustrate the descriptive material. Copies may be obtained by writing The Prosperity Company, Inc., Syracuse 1, N. Y.

#### New GMC Appointments

The following appointments have been announced by John E. Johnson, general truck sales manager for the GMC Truck and Coach Division:

Loren T. Flynn, formerly



WILFRED R. DOWNING



EDWARD J. EWELL

Now  
Available!

## F. B. C.

DRY CLEANING DETERGENT

An efficient liquid detergent, specifically compounded for the dry cleaning trade. It is the result of years of research for a balanced detergent which would give fast, thorough soil removal at low cost.

This superior dry cleaning product is sold by selected suppliers throughout the world and is available through your former "Ovalclene" distributor.

Telephone or Write Your  
Distributor for F. B. C. Today!

This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the Du Pont Company and sold under the Du Pont trade-mark "Ovalclene." However, the Fry Brothers Company takes responsibility for the quality of the product.

THE FRY BROTHERS CO.

Simp. Manufacturers Since 1896

1728-46 Dana Ave.

Cincinnati (7), Ohio

REDUCE! YOUR STEAM COSTS!

WITH A Dutton "PACKAGED"

## STEAM GENERATOR

- LONG LIFE • LOW OPERATING AND MAINTENANCE COST
- MAXIMUM EFFICIENCY • SAFETY



### Dutton EconoMIST

A highly efficient horizontal return tube type, assembled in portable casing and ready for firing on arrival. Dutton improved shell design and double size full length, high bricked firebox, give faster steaming and longer steam carry-over with less fuel consumption. Burns oil, gas or coal with high efficiency - easily converted from one fuel to another. Available as a package unit with firing equipment, controls and mechanical draft with short stack.



### Dutton EconoTHERM

Completely self-contained, automatically operated, 3-pass modified Scotch Internal Furnace type which gives twice the power in half the usual space. Features such as the Dutton Off-Center Firing and Rotary Combustion assure faster steam and more steam with less fuel consumption and greater safety. Burns gas or oil.

Let us help select the  
best type for you.

Write for catalog NC631 on "Packaged" STEAM GENERATORS.

## Dutton BOILER DIVISION

HAPMAN-DUTTON COMPANY • KALAMAZOO, MICH.  
Boiler Makers Since 1880

Send garments for dyeing to



## ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President

Continuously in Business since 1919



THE DYEING NAME OF UNDYING FAME

manager of transportation engineering, appointed manager of government sales, Truck Division.

T. L. Harris, formerly a member of the GMC truck sales administration group, appointed manager of distribution, Truck Division.

George R. Oliver, formerly manager of distribution, transferred to the government sales section of General Motors.

### New Window Bag

The Schor Paper Company has introduced a 68-inch garment delivery bag with an extra-size transparent window. The bag is made up in strong paper, and has a moistureproof cellophane window. This extra-long evening-wear bag, the manufacturer states, has been designed to meet the need of drycleaners for quality packaging of gowns, robes and other extra-long apparel.

The new window bag is an addition to the company's line of Kleer-View garment bags made in 36-inch suit size and 54-inch dress size.

Further information may be obtained by writing to Schor Paper Company, 60 E. 42nd St., New York 17, N. Y.

### New V & W Reel

Assorting Reel No. 3 has been announced by Charlie Waits of V & W Equipment Company, Atlanta, Ga. Five feet in diameter yet occupying min-



imum floor space, the new reel has 16 feet of assorting space and holds up to 240 suits or 420 dresses.

According to Mr. Waits, one girl can do the work of two with the new reel, which eliminates confusion in assorting as well as lost or misplaced garment. It is adaptable to all systems and gives automatic sorting to plants of any size. A sufficient supply of numbers and letters comes with each

Reel No. 3 to adapt it to any system.

The operation of the reel is simple and easy to understand. The operator stands in one spot, turns the reel with her finger and hangs the garment in the proper slot. The reel has a durable yet light frame, Mr. Waits states, and won't turn over or tip regardless of over-balancing of the load.

### Dicalite Appoints Leppla

Paul W. Leppla, associate director of research at the Morton Grove, Illinois, research laboratory of Great Lakes Carbon Corporation, has been appointed technical director of the corporation's Dicalite Division, with headquarters in Los Angeles.

Dr. Leppla received his Ph. D. degree from the University of Illinois in 1936. Before joining Great Lakes Carbon four years ago he was associated with Cardox Corporation as manager of chemical plants.

In his new post Dr. Leppla's responsibilities will include the development of new and improved diatomaceous silica and related products, and the main-

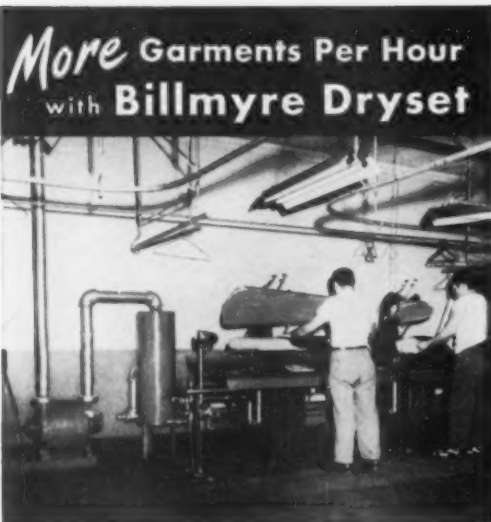
tenance of high standards of technical service to the users of Dicalite materials.

### New Southern Alkali Setup

Pittsburgh Plate Glass Company has announced transfer of its Columbia Chemical Division to Southern Alkali Corporation. Southern Alkali, a wholly owned subsidiary of the Pittsburgh company, now operates chlorine, alkali and related chemical producing plants at Corpus Christi, Texas; Barberton, Ohio; Natrium, W. Va.; Lake Charles, La., and Bartlett, Cal.

E. T. Asplundh has been named president of Southern Alkali Corporation. Mr. Asplundh has served as vice president in charge of Pittsburgh's Columbia Chemical Division since 1940 and as vice president of Southern Alkali Corporation since 1944.

Clarence M. Brown, board chairman of Pittsburgh Plate Glass Company since 1931, has been named chairman of Southern Alkali Corporation as Harry B. Higgins, Harold F. Pitcairn, Raymond Pitcairn and



## Better Pressing at a Lower Cost Because...

### GARMENTS DRY FASTER

Dryset draws a powerful current of dry air through the garment at high velocity. Dries it almost instantly—saving 15% to 25% in pressing time.

### QUALITY OF WORK IS IMPROVED

Dryset leaves the fabric thoroughly dried and set while in its molded shape on the press buck. Garments are better pressed... retain their shape longer.



New low cost Model #6 for shops using up to 6 presses.

### FUEL BILLS ARE CUT IN HALF

Dryset uses no steam... saving up to 50% of boiler steam required for outdated steam jet systems.

### DRYSET PAYS FOR ITSELF

In a few months after installation, Dryset usually pays for itself in actual savings.

Whether you have 2 or 250 presses, a Billmyre Dryset can be easily installed. For big savings, mail coupon today!

LAMSON CORPORATION  
439 Lamson Street  
Syracuse 1, N. Y.

Send me your Bulletins on DRYSET. I have..... presses.

Name.....

Company..... Address.....

Dwight Means, Mr. Higgins will serve as chairman of the executive committee and Mr. Means as a vice president.

New directors and officers are Leland Hazard, vice president and general counsel, and W. I. Galliher, vice president. Additional directors are Richard B. Tucker and E. D. Griffin.

### Pennsalt Capacity Increased

At the 101st annual stockholders' meeting of Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., George B. Beitzel reported that the company is expanding its total tonnage capacity by 23 percent.

The company's annual report showed that approximately \$4,100,000 was spent during 1950 on expanding and improving facilities, including construction of an insecticide formulating plant at Montgomery, Ala., facilities for producing fluoride salts at Calvert City, Ky., and installation of production facilities for drycleaning and laundry specialties at Cornwells Heights, Pa.

In addition, the company is now engaged in expansion programs at its plants at Portland, Ore.; Tacoma, Wash.; Wyandotte, Mich.; Natrona, Pa., and Calvert City, Ky. Pennsalt is also currently carrying out many improvements in process equipment, materials handling and storage which are expected to result in considerable economies or in increased capacity.

Mr. Beitzel pointed out that the chief reason for increased sales and earnings was the fact that Pennsalt has spent about \$23,400,000 on expansion and improvement of facilities since the end of the war. The 1950 annual report showed record sales of \$39,981,080 and record profits after taxes of \$4,005,862 for 1950. Sales for the first quarter of 1951 show a gain of 38 percent over those for the first quarter of 1950, and are 19 percent higher than sales in any previous quarter.

### Asbestos Gaskets

Pars Asbestos Gaskets, designed for rough or uneven surfaces and where considerable expansion and contraction are present, have been announced. On standard sizes flanges are  $\frac{3}{16}$  inch thick and  $\frac{7}{16}$  inch wide or larger, with inside diameters from  $2\frac{1}{2}$  to 18 inches. Special gaskets of larger sizes, square or oval gaskets, and irregular shapes and bolt holes are made to order.

Complete information may be obtained by writing to Law-

ton H. Parsons, 6 S. Main St., Ambler, Pa.

### Sanitone Prize Winners

Emery Industries, Inc., Cincinnati, Ohio, has announced the winners of a prize contest recently held among its sales engineers.

The contest reflects Emery's increased emphasis on sales training for route salesmen among Sanitone licensees. Entries consisted of case histories selected by engineers which described outstanding sales training achievements in their territories during the past 12 months.

First prize was awarded to Arthur F. Schuelke (Utah, Col-



ARTHUR F. SCHUELKE

orado, Arizona, New Mexico), second prize to H. R. Hausman (Nebraska, Iowa), third prize to K. Peterson (Michigan). The district managers' prize was won by Charles E. Lamb (District 4, Midwest) for the largest total of points scored by engineers in his district.

### New Carbo-Sour Folder

A new 4-page folder describing Diamond Carbo-Sour, an improved neutralizing agent developed expressly for use by family and institutional laundries in medium and high bicarbonate water areas, has just been issued by Diamond Alkali Company.

Eight principal advantages of this neutralizer are highlighted and directions given for its use, either dry to the wheel or in solution, on white work, colors and fabrics. Also included is a formula for safely washing mixed loads of fugitive colors.

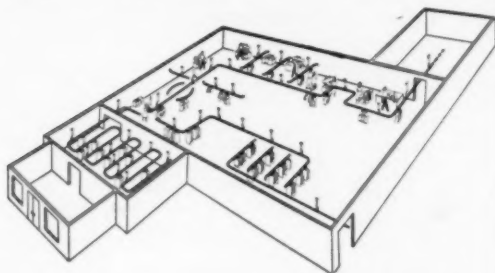
Copies of the pamphlet are available upon request to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

### Instruction Book for Overhead Rail System

The White Machine Co. has published an instruction folder which shows how to set up its Contin-U-Rail Overhead Rail

or 1-inch pipe, according to the manufacturer.

The booklet also shows the patented Contin-U-Rail fittings



System. Over 40 illustrations help present the step-by-step instructions for installing the system, partial or complete, using only a wrench and screwdriver, and without outside help. No welding, threading or machining is necessary, only 3/4-inch

with details of where and how to use them. White states that it will give final planning and estimates without charge.

A free copy of the booklet may be obtained by writing White Machine Co., 104 Livingston St., Newark 3, N. J.

### New Ultraviolet Lamp Introduced

A new line of Blak-Ray high-intensity long-wave ultraviolet lamps, originally designed for defense purposes but with applications for "invisible" marking of laundry, has been announced by Ultra-Violet Products, Inc.

Blak-Ray lamps are Underwriters' Laboratories approved. No additional filters are required and the cool-operating tubes are said to last for 2,000 to 3,000 hours. Available in 4,

8, 15, 30, 40 and 80 watt sizes, the Blak-Ray fixture may be rested on a flat surface, mounted flush to wall or ceiling, or hung from brackets. The 4 and 8 watt sizes can be tilted, and may be used as portable inspection lights as they weigh only 1 1/2 pounds.

Further details on ultraviolet light and its application to marking may be obtained by writing to Department NC 6, Ultra-Violet Products, Inc., South Pasadena, Cal.

### Mehl Moves Its Chicago Office

The Mehl Mfg. Co., a division of Sydney-Thomas Corporation, Cincinnati, Ohio, has announced removal of its Chicago offices from 30 W. Washington Blvd. to 30 N. La Salle St.

According to Gerald Helm,

manager, and H. O. Lippold, assistant manager, the new quarters are considerably larger and facilities have been expanded to improve the service for the Greater Chicago and Northwest territory.



GERALD HELM



H. O. LIPPOLD

## Newhouse "ALL-IN-ONE" PRODUCTS Speed Up Plant Production

It's Improved—It's Even Better  
"ALL-IN-ONE"

### Deluxe Press Clamp



There's no Substitute

Handle and rear hook turn sidewise to allow clamping bar to lie flat on garment which clamp is adjusted and "locked" on back by compression spring behind handle. No wrinkling or puckering.



The clamping bar is now special heat treated spring steel, made flexible to conform snugly to contour of buck. Garment is held securely for stretching. Ideal also for keeping pleats in place while pressing. Replaceable Shield, only 35¢.



OLD WAY

RIGHT WAY

ONLY \$5.95



FOR BEST RESULTS  
... U. S. KOYLON PAD  
Cut Your Pad Cost 33 1/3 %

Use U. S. Koylon Foam Pad with best quality 3/4" cotton insulation padding and scotch-proof overlapping Asbestos for longer life.

Topper, \$4.00—38", \$7.70—42", \$8.50—45", \$9.00

If your jobber cannot supply you, write us direct

### NEWHOUSE COMPANY

1247 E. Colorado Blvd., Glendale 5, Calif.

### STANDARD STEAM HOSE

For Steam Irons and Spotting Guns

3/16" 3-Ply, Black 24¢ ft.  
3/16" 3-Ply, Red 25¢ ft.  
1/4" 3-Ply, Black 30¢ ft.

### WATER

SPRAY GUN HOSE

3/16" Neoprene, Nylon covered, Red 25¢ ft.

DON'T GET CAUGHT SHORT

Attractive Discounts To Jobbers





Of course ... you'd take the beautiful ...

## Coates ELECTRIC BOILER

ASME CODE, NATIONAL BOARD INSPECTED, U.L. APPROVED.

*Beauty* in appearance with its compact, streamlined metallic case that's an attractive addition to any plant ... completely insulated so that the surface of the boiler does not get hot.

*Beauty* in its operation because it produces steam economically, transferring all heat generated by the current direct to the water in the boiler ... it is automatic, eliminating extra help. Saves time and money.

*Beauty* and protection combined in one reliable unit ... the heavy gauge metal construction has been tested and approved by an Authorized Inspector of the National Board of Pressure Vessel Inspectors. A high temperature limit thermostat provides protection against low water. This boiler has been proved over a period of 25 years to provide Sanitary, Safe and Reliable heat for any purpose where high, medium or low pressure steam is needed.

Boilers are available in sizes from 1 to 100 BHP pressure to suit your needs ... write today for further particulars ... Coates Electric Manufacturing Co., Dept. NC-6 3610 First Ave. So., Seattle 4, Wash.

IF IT'S DONE ELECTRICALLY, IT'S RIGHT.

**Coates**  
**Electric**  
MFG. CO.



RINSE WATER HEATERS



UNIT AIR HEATERS



CONDENSATE RETURN SYSTEM

## What's New in Fabrics

### Du Pont Fiber Renamed

"Dacron" has been adopted by the Du Pont company as the new trademark for its polyester fiber, originally known as Fiber V and later trademarked "Amilar." Dacron was substituted for Amilar to avoid confusion with an unrecorded commercial name. Construction of a plant for the manufacture of Dacron was scheduled to start this spring.

Dacron is said to have high tensile strength, high resistance to wet and dry stretching, good resistance to chemical bleaches and abrasion and to wrinkling, easy launderability, resistance to fungi and molds, and ability to dry quickly and heat-set easily.

The name Dacron, it is explained by the Du Pont Company, designates its polyester fibers and is a Du Pont trademark, not a generic term like nylon or rayon.

Suits, slacks, blouses and men's shirts made of the new fiber were recently displayed by Dr. Louis L. Larson of Du Pont, with special emphasis on the crease-resistant properties of outerwear which has been worn in the rain. According to Dr. Larson, the dimensional stability of the fiber is expected to solve puckering, bagging, shrinking and other fabric movement problems which commonly occur in outerwear during damp weather or drycleaning. Dacron fiber will be used alone or in blends.

### New Japanese Fiber

The Synthetic Fiber Manufacturers Group of the Japan Synthetic Textile Association has developed a new polyvinyl alcohol fiber known as "Vynlon." It is suitable for clothing items, for knitted fabrics, household use and industrial purposes.

Vynlon is said to have good resistance to acids, high resistance to alkalis and to organic and inorganic solvents and oils, and excellent resistance to attack by fungus, mildew and insects.

### Use of Orlon Increasing

New fabrics using Orlon fiber include twills, taffetas, marquisettes and other fancy materials. Orlon has already appeared on the market in dresses and men's sport shirts, to which it is said to give more body than other fabrics of the same weight.

It is expected that Orlon, which has not yet been specified for many military purposes, will be more widely used because of shortages of some of the older synthetic yarns.

### Dryclean on Red

Under the proposed program for use of the American Standard Certification Mark of the American Standards Association on rayon fabrics, the color of the "AS" label will indicate the class of fabric. Colors will be green for a washable class, yellow when careful washing is required, and red for the drycleanable class.

The plan also states that labels should be permanently attached to garments and articles so as to provide the consumer, cleaner and launderer with information indicating their classification.





"Get your dirty shoes off that clean rug!"

### Special Trucks for Rugs

Two new oversize trucks specially designed for rugs have been added to the fleet of Lincoln Rug Co., Newark, N. J. The firm, headed by Harry A. Gross, is a wholesale plant serving the metropolitan New York area.

One truck, an open-top rack-van type, is 19 feet long by 8 feet high by 7½ feet wide. It is capable of carrying approximately 325 cleaned 9-by-12 rugs and 400 soiled rugs. Removable roof ribs permit loading above the 8-foot normal height, and center stakes enable Lincoln to segregate the load for convenience in making deliveries. Under usual conditions, the top and sides are enclosed with fitted canvas tarpaulins.

The other new Lincoln truck has a fully enclosed aluminum body with access doors at rear and side. This truck has a capacity of about 200 clean 9-by-12's and 230



ROOF RIBS are removable for loading over 8-foot height



ENCLOSED-BODY truck also has removable center stakes to make load segregation easy

**BERLOU**  
MOTHPROOFING  
OFFERS YOU MORE  
**PROFIT** THAN  
ANY OTHER  
SERVICE YOU HAVE



### ARE YOU SATISFIED WITH YOUR PRESENT INCOME?

If you're not, investigate the Berlou "Profit-BUILDER" Plan that last year added \$1,000 to \$5,000 EXTRA NET PROFIT to over 10,000 United States and Canadian firms.

Yes, Berlou's "Profit-BUILDER" Plan can help you build up your service business and boost your over-all profits, because people appreciate a Berlou 5-year guaranteed mothproofing job. And you'll like Berlou's liberal cooperative advertising plan, national advertising campaigns, and free sales aids because they bring new customers and help hold old ones.

Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-BUILDER" Plan TODAY!

#### BERLOU MANUFACTURING COMPANY

35 Blaine Avenue  
Marion, Ohio

..... MAIL THIS COUPON NOW.....

Berlou Manufacturing Company  
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Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-BUILDER" Plan.

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# MILNOR EXTRACTORS

THE THOROUGHBREDS OF THE FIELD

20, 26 & 30 INCH LAUNDRY &  
DRY CLEANING MODELS

SOLID STEEL BASE

HEAVY DUTY  
BALL-BEARING DRIVE

FULLY INTERLOCKED COVER  
MEETS ALL SAFETY REGULATIONS



Milnor Extractors are sturdily built to withstand the punishment demanded of an extractor by the laundry and dry cleaning industries. Many features make the rugged, dependable MILNOR EXTRACTORS the best for hard continuous use. Also available are 40, 48 and 60 inch models.

## MILNOR ALL STAINLESS STEEL WASHERS

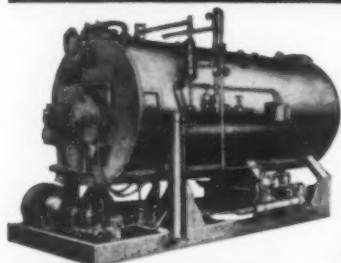
MODEL 1W-25  
252 Dry Weight  
Capacity

MODEL 1W-50  
502 Dry Weight  
Capacity



MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

## MODERNIZE with the AMESTEAM GENERATOR



HERE  
ARE THE  
FACTS!

- COMPLETE • COMPACT
- ACCESSIBLE • EFFICIENT
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10 to 500 h. p. —  
15 to 200 lbs. capacities

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Builders of Better Boilers since 1848  
Manufactured under  
License in Canada by VOLCANO, Ltd., Montreal, P. Q.

soiled ones. Its dimensions are 19 feet 4 inches long by 6 feet high and 6 feet wide. It also has removable center stakes inside the body.

## Quonset Has Advantages

C. L. Mallory used a Quonset hut for his cleaning plant in Hoxie, Kansas, only because he couldn't rent a suitable building and couldn't afford to pay for the one he wanted. He has discovered, however, that the unusual quarters have some advantages for a cleaning plant.

A stuccoed frame front was attached to the Quonset, which is 20 feet across and 36 feet deep. The inside arched wall was covered with Celotex board with the joints beveled. Back 24 feet from the front, a Celotex partition separates the store, office and finishing room from the cleaning room and wetcleaning section. A synthetic unit is used.

The main advantage of the building, according to Mr. Mallory, is the interest it creates. Everyone who comes in is surprised at the amount of equipment in the space. Actually, the semicircular side walls are



deceptive and allow a great deal more working space than would appear.

Another advantage is the ease of heating and of cooling. One small blower fan and a suction fan keep the plant comfortable in the summer. There is a 4-inch insulation space between the roof and the Celotex. Two metal-framed windows on each side, plus wall-mounted fluorescent tubes, furnish sufficient illumination, and the curved pale-green wall throws a soft light on the work stations.

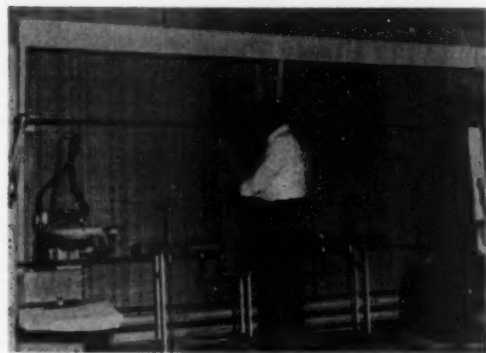
"Then there's the cost advantage," explains Mr. Mallory. "The whole building complete, ready to move in, cost around \$3,000."

## New Plant in Rebuilt City

Since the tragic explosion at Texas City, Texas, about four years ago, the town has been slowly rebuilt, with most new businesses placing special emphasis on decoration. A good example of the will to rebuild and the care put into decoration is Up-To-Date Cleaners, owned by J. C. Burrows.

Before the explosion Mr. Burrows worked for the Monsanto Chemical Company. As a result of the disaster both of his ear drums were punctured and one side of his body paralyzed. He can now hear fairly well, has learned again how to walk and talk and write, and is now operating a new and well equipped drycleaning plant.

The most interesting feature of the plant is the unusual decoration. There is no partition between the store and the finishing room and garment-storage section. The walls of the store and finishing room are



PLYWOOD FIXTURE set out from matting-papored wall gives effect of separate section. Plant manager J. C. Young at puff irons

covered with the same embossed paper which looks like matting. Each section of the finishing room is set off with a lightweight plywood wall rack which extends out at the top 24 inches to give a canopy effect. Fluorescent tubes run around under the canopy hood.

With the light shining from under the hood down on the equipment and illuminating that section of the matting wallpaper, each separate unit of the finishing room and garment-storage section gives the effect of an individual department.

### Cooperative Prizes

A small cleaner in a small community can't always do things in a big way, but he can still do something. Proof is Thayer Cleaners in Lexington, North Carolina. It joins with 19 other merchants in town who are non-competitive in giving away prizes every Monday night at the local drive-in theater.

Each of the merchants distributes 5,000 tickets to his customers over an 11-week period, and turns in the matching stubs to the pool from which the winning numbers are drawn. The prizes are varied in number and kind from week to week, and public interest and response have been quite satisfactory.

### Curtain Call



NOVEL AND INEXPENSIVE method of promoting curtain cleaning has proved very effective, reports C. I. Richards, proprietor of Richards Cleaners of Lakeland, Florida

*We are pleased to announce:*

EFFECTIVE MAY 1, 1951

*the appointment of*

**TIME SAVERS, INC.**

83-99 WALNUT ST.

• MONTCLAIR, N. J.

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**CONTROL**

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**TEXTAG CONTROL SYSTEMS**

522 W. Peachtree

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ANOTHER **BIG TAKAMINE FIRST!**

**SAVE TIME LABOR MONEY**

\*GET MORE ACTION with "MULTIPLE-FORCE ENZYMES"

Only **TAKAMINE** has created this great new digester by combining two teams of Quick-Acting Enzymes to give you greater potency for a larger variety of stains FOR BOARD and BATH!

Send for your sample now!

**IT'S NEW! IT'S DIFFERENT! IT'S FASTER!**

\*By actual Laboratory tests

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**LABORATORY, Inc.**  
CLIFTON, N. J.

TAKAMINE LABORATORY, Inc.  
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Please send FREE sample of TAKALAB—TLM for Board and Bath.  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_  
Name \_\_\_\_\_

## INTRODUCING!!!

AMBER'S VERY NEW

### SELF EXPANSION PELICAN

\$6.50

- ★ **AUTOMATIC EXPANSION** is provided by powerful spring enclosed in handle.
- ★ **FINGERTIP LOCKING LEVER** controls expansion whenever locking is desired.

### EASY DRESS SLEEVE FORM

\$4.50

- ★ **SPECIAL CUT-OUT IN SPRING** provides for easy replacement of cover.
- ★ **JUST REMOVE 2 POWERFUL SCREWS**—and presto—out comes the spring, ready to cover.

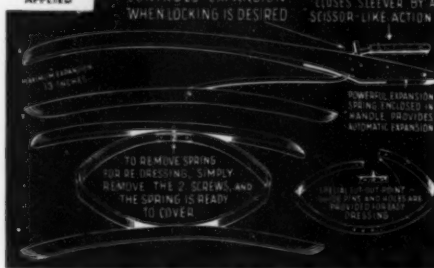
If your jobber cannot supply you—write us.

**AMBER MANUFACTURING CO.** 607 S. UNION AVE., LOS ANGELES 17, CAL.

PATENT  
APPLIED

FINGER TIP LOCKING LEVER  
CONTROLS EXPANSION  
WHEN LOCKING IS DESIRED

PRESSING DOWN HANDLE  
CLOSES SLEEVE BY A  
SESSOR-LIKE ACTION



## STORAGEMASTER



The word that means profitable garment storage, with a minimum capital investment. Write today for complete information.

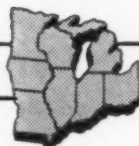
### WALTER HAERTEL COMPANY

2840 Fourth Avenue South  
Minneapolis 8, Minnesota



## PEOPLE AND PLACES

NORTH



CENTRAL

Tinsley's Cleaners has been opened by Roscoe Tinsley at 71 E. Main St., Urbana, Ill.

Clarence J. Felstead to vice president.

Joseph Zaroor, owner of Nick's Dry Cleaners, 615 Edmond St., St. Joseph, Mo., has opened a cleaning establishment at Rosecrans Field.

Turp's Cleaners, W. Newton St., Versailles, Mo., has been purchased by Mr. and Mrs. Frank Burk.

Marion Bennett has purchased the interest of J. H. Lewis and is now sole owner of Marvel Cleaners, Portsmouth, Ohio. Mr. Bennett also owns Vanceburg Cleaners.

Fashion Cleaners has been opened by Richard Hoffa and Tony Olson at Lake Park, Minn.

The new plant of Salhaney Bros. Cleaners & Hatters was opened recently at 350 Division Ave., S., Grand Rapids, Mich., by brothers James P., Nicholas and Michael P. Salhaney. The new building doubles the plant space, and includes a fur storage vault.

Mrs. Sally Holdridge has become a partner of Mrs. Mary Doorlag in operation of Otsego (Mich.) Dry Cleaners and Mary's Apparel Shop.

Chapman Cleaners and Launderers has opened a new drive-in at 170th St. and Indianapolis Blvd., Hammond, Ind., under the management of Tom Pass and Mrs. William Lynn.

Fred's Cleaners has been opened at 3151 Madison Ave., Indianapolis, Ind.

Carl Reinsauer has been given permission to build an addition to his drycleaning plant at Tomah, Wis.

Davis Cleaners has been opened at 4534-36 Oakton, Skokie, Ill., by Carl T. Bjorkdahl and his son, Roger, who also operate a drycleaning plant at 1118 Davis, Evanston.

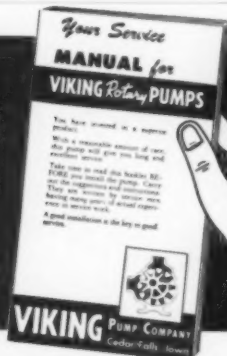
Mr. and Mrs. J. N. Simpson have opened Carolina Cleaners and Laundry at 2840 Raytown Rd., Kansas City, Mo.

Clayton W. Miller, president of the cleaning firm of David Weber, Inc., Chicago, Ill., has announced the promotion of

Northern Cleaners has leased a building at 2073 Republic Ave., Columbus, Ohio.

Salzburg Cleaners, Bay City, Mich., which was recently damaged by fire, has been rebuilt and reopened for business.

## HELP YOURSELF To More and Better PUMP SERVICE



With this illustrated booklet, you can help yourself to more efficient, economical service from your Viking Rotary Pumps. Although Vikings are rugged, they are also valuable, precision-built pumps that serve better with proper installation and care. Now that defense needs require part of our production, prompt replacements may be delayed. We strongly urge, therefore, that users follow instructions in this FREE manual Q to help maintain longer service from your Viking Pumps.

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Catalog in  
SWEETS

**Viking** PUMP COMPANY  
Cedar Falls, Iowa



SAVE UP TO 50% on HANDLING COSTS... FREE BOOKLET SHOWS HOW!

## CONTINU RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the **inexpensive** patented fittings... priced as low as 75¢ each.
  - You provide your own ¾" or 1" ordinary pipe.
  - You **install-it-yourself**. No welding... No threading... No machining!
- Free planning service!

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**MACHINE COMPANY**

104 Livingston St.,  
Newark, N. J.



**FREE!**

ILLUSTRATED  
INSTRUCTION  
FOLDER

Single installation procedure shown (step-by-step) Shows how you can install-it-yourself, using wrench and screwdriver.

**MAIL COUPON TODAY!**

Without any obligation to me, please send complete information on CONTINU-RAIL Overhead Rail Systems.

Name of Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Name \_\_\_\_\_  
Jobber \_\_\_\_\_

Sherman St. Pierre, proprietor of St. Pierre Cleaners and Tailors, 5045 Oakton, Skokie, Ill., has remodeled and redecorated the interior and exterior of the premises.

Johnson's DeLuxe Cleaners and Tailors, Inc., 4532 S. Indiana St., Chicago, Ill., has been incorporated by Robert L. and Festina Johnson and Yvonne Yankaway.

Wardrobe Cleaners and Dyers, 4213 Main St., Kansas City, Mo., operated for 50 years by George Shannon, has been bought by Mr. and Mrs. Paul E. Lynch and their son, Paul Lynch, Jr., owners of Dargil's Curtain and Garment Cleaners, 3646 Indiana Ave. The new owners plan to consolidate both firms, under the name of Dargil-Wardrobe Cleaners, at the Main St. plant.

Owner James G. Elkins has installed a new boiler at A-I Cleaners, 11 N. Division St., Du Quoin, Ill.

The Merriman Dry Cleaning and Tailoring establishment, op-

erated by Mrs. F. E. Merriman, has moved to new quarters at 132 S. Main St., Kendallville, Ind.

Elvin Carlson Cleaners, De Kalb, Ill., was reported purchased by Larry Greenacre.

Ludvig Larson has purchased from Lyle Larson the cleaning plant at Waukon, Iowa, operated for many years by the new owner.

Uptown Cleaners has moved to its new plant at 206 N. 12th, Quincy, Ill.

Stevens Cleaners, 310 S. Main St., Palmyra, Mo., has had its front modernized and the interior remodeled.

Granville (Ill.) Cleaners has been sold by Mr. and Mrs. Joseph E. McKenna to James E. Harris.

E. C. Hotmar has purchased Strauss Cleaners, 114 S. First St., Watertown, Wis., from Palmer Strauss. The new owner will operate as Hotmar Cleaners.



Bruce Cleaners, formerly Almar Cleaners, 5761 Thornhill Dr., Oakland, Cal., has been purchased by Mrs. Beatrice Premo from Mr. and Mrs. R. F. Crawford.

M. R. Daugherty, owner of Buck's Cleaners, 209 W. Fifth St., Borger, Tex., has installed new equipment.

Willard Hall has taken over from Hoppe Kilbourne operation of Hoppe's Cleaners, Hugoton, Kans.

Palace Cleaners, Eufaula, Okla., has been sold by Mr. and Mrs. Frank Brandon to Dean Parkhurst, an NICD graduate, and Mrs. Parkhurst. The business has been renamed Dean's Cleaners.

Ronald Ransdell has installed new equipment at Tip-Top Cleaners, Monte Vista, Colo.

Hubert and Anna Raney have moved Raney Cleaners to larger quarters at 22 E. Duarte Rd., Arcadia, Cal.

**DOCTOR BOILER says**

"RID YOUR BOILER  
OF SCALE, CORROSION  
AND FOAMING THE  
EASY, LOW COST WAY"



SEE YOUR DISTRIBUTOR OR WRITE:

**DOCTOR BOILER, INC.**

4316 MAIN STREET

DALLAS, TEXAS

**BADER PANTS STRETCHER**



SEE HOW IT  
S-T-R-E-T-C-H-E-S

**\$186.50** F.O.B.  
Ft. Smith, Ark.

SIMPLE TO OPERATE  
SIMPLE  
TO  
INSTALL

- Takes Ladies' and Boys' Slacks as Small as 23" Waist
- Makes Scrubs as easy to finish as Dry Cleans

Would you like to have demonstrated in your own plant, without obligation to you, a Pants Stretcher that any cleaning plant can afford! One that will do anything an expensive Stretcher will do. If so, mail the coupon below today and soon a representative will call at your plant for a FREE demonstration.

**C. L. BADER COMPANY, INC.**

110 N. 10TH ST.

FT. SMITH, ARK.

☐ Please send more information.

☐ I want a FREE demonstration of the Bader Pants Stretcher in my own plant. Of course this does not obligate me in any way.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



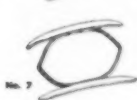
## Adjusta-Form SLEEVES FOR CUSTOM FINISHING ...for use on all steam-air finishers



Roll BOTH SLEEVES of sack coats or overcoats at the SAME TIME. Full 24" in length and light weight. An 11" spread with just the right spring tension. Price per set of two \$5.50



These sleeve formers are very useful in steam-air finishing coats or jackets with very wide sleeve cuffs. Only 10" long with a spread of 11". Price per set of two \$4.50



The sleeve formers for shaping cuffs of some small sleeves. Prevents lining hang-down, gives custom appearance. They are 10" long and 7" in spread. Price per set of two \$4.50

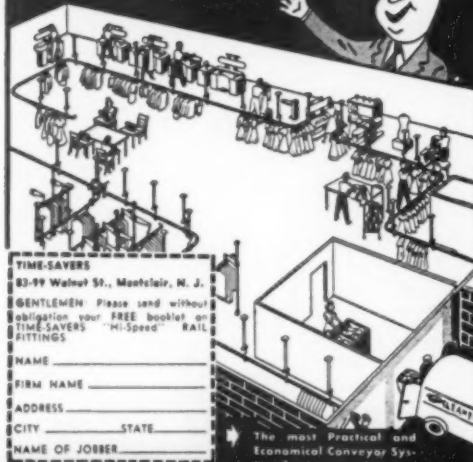


## WICHITA PRECISION TOOL CO., INC.

430 North Seward - WICHITA, KANSAS

## TIME SAVERS' "HI-SPEED" RAIL FITTINGS

**COST AS LOW  
AS 77¢ per ft.**



### TIME-SAVERS

83-99 Walnut St., Montclair, N. J.

GENTLEMEN Please send without obligation your FREE booklet on TIME-SAVERS' "Hi-Speed" Rail Fittings

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CITY STATE

NAME OF JOBBER

The most Practical and Economical Conveyor System for transporting garments within your Plant

**TIME SAVERS**

83-99 Walnut St. • Montclair, N. J.

## New PRESSES

New and Factory Re-built Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.



NEW YORK PRESSING MACHINERY CORP.

880 BROADWAY

NEW YORK - 3

Thrifty Cleaners has opened in a new location in Green Gables Market, Castro Valley Blvd. and Stanton St., Castro Valley, Cal. The premises are larger, Ed Tate, proprietor, announced.

Panhandle (Tex.) Cleaners has been purchased by Ralph Proyer.

Re-Nu Cleaners, Lyndon, Kans., has been sold by Max Farrar to V. J. Denny.

Elite Cleaners, Thomas, Okla., has a new store front.

El Paso Cleaners, 10 E. Bijou St., Colorado Springs, Colo., has been bought by Ernie Borgman.

Bayshore Cleaners, La Porte, Tex., has been sold by Mr. and Mrs. H. W. Kirkpatrick to Mr. and Mrs. R. V. Carney. The plant has been renamed Carney Cleaners.

A new cleaning unit has been installed by Keith Leckliter at City Cleaners, Belle Plaine, Kans.

Earl Day has announced that his son, Earl, Jr., has become a partner in Day's Cleaners and Dyers, Montrose, Colo.

El Sobrante Cleaners, 433 Maloney Rd., Richmond, Cal., has been opened under the management of Mrs. Madeline Mitton.

William Goen has sold his interest in Rudd and Goen Cleaners, Greenville, Tex., to his former partner, Robert Rudd.

Cliff and Rodney Leete, owners of Eureka Laundry, Liberal, Kans., have purchased Glori-Tone Cleaners from A. V. Mahoney and Jack Grimsley. The new owners plan to build an addition for Glori-Tone at the Eureka building, 108 E. Park.

W. L. Beck, owner of The Toggery, Miami, Tex., has leased the cleaning business to his son-in-law, R. W. Beck.

Quality Cleaners has been opened by Paul Bird at 219 W. Garfield, Greensburg, Kans.

Baldwin Cleaners and Laundry has been opened by Robert Baldwin at 2539 Lincoln Blvd., Venice, Cal.

Holland's Dry Cleaners has moved to a new building on Broadway, Bartlett, Tex.

A new plant has been constructed for Park Cleaners and Dyers at 217 S. Garfield Ave., Monterey Park, Cal. The firm is owned by John Brittain and his sons, John, Jr., and George.

T. O. Carter, owner of Village Cleaners, Tyler, Tex., has purchased Vogue Cleaners, 113 W. Glade, Gladewater, from W. W. Rumley.

Some new cleaning equipment has been installed by A & B Cleaners, Fowler, Kans.

Mr. and Mrs. Charles R. Peck have purchased the Eads (Colo.) Cleaning establishment from Mr. and Mrs. Elmer John.

New Avenue Cleaners, 2418 San Bruno Ave., San Francisco, Cal., has been opened under the management of Jimmy Stracuzzi.

Popular Cleaners has been opened by Fred Hymer in remodeled quarters at 1238 N. Eighth St., Abilene, Tex.

Paris Cleaners, 2521 10th, Great Bend, Kans., has been sold by Howard Pickertill to Mr. and Mrs. Louis O'Brien.

Lamb Cleaners has been opened at 216 S. Main St., Hobart, Okla., by Jay Lamb.

## GROSS STAR Aluminum GRID PLATES

35% HARDEN SURFACE  
WON'T DENT

Only GROSS STAR is  
12-ways better. Be  
sure your press  
plate has  
ALL 12  
advantages.

up to 46" \$14.85  
mushroom 11.00  
over 46" 19.25  
from your jobber

**L. BEHRSTOCK CO.**

1708 S. State St., Chicago 16, Ill.

Flower City Cleaners, 6240  
York Blvd., Los Angeles, Cal.,  
is now owned by Emma  
Thomas and Shorty White.

William Hill has opened Gid-  
dings (Tex.) Dry Cleaners.

Minneola (Kans.) Cleaners has  
been leased by Mr. and Mrs.  
Alex Eichman.

Odorless Cleaners has been  
moved to new quarters at 301  
W. Main St., Trinidad, Colo.  
The business is operated by  
Charles Abeyta.

Under the new name of Wilson  
Cleaners, the cleaning plant op-  
erated by Mr. and Mrs. Elmer  
O. Wilson has been moved to  
new premises at 115 S. First  
Ave., Arcadia, Cal.

Yale Cleaners, managed by E.  
E. Wehnes, recently opened a  
new plant at 1344 N. Yale,  
Tulsa, Okla. The firm also has  
an establishment at 1110 S.  
Yale.

All State Cleaners and Laundry,  
Inc., has built a new plant at  
1924 Colorado Blvd., Eagle  
Rock, Cal.

Fashion Cleaners, 105 W.  
Fourth St., Big Spring, Tex.,

was recently sold by Eddie  
Polacek to J. B. Turner and L.  
T. Moody, both NICD grad-  
uates.

Some new equipment has been  
installed by Fairplay (Colo.)  
Cleaners.

Best Service Cleaners, San Fran-  
cisco, Cal., has opened a branch  
at 316 B St., Petaluma, under  
the management of Lou Burd-  
man. Fred C. Brown is head of  
the corporation, which also has  
branches in San Mateo, San  
Rafael, Sausalito, Marin City  
and other communities in the  
Bay area.

J. C. Cashian has purchased the  
interest of G. L. Sheehan and  
is now sole owner of Master  
Cleaners, Pampa, Tex.

Thrifty Cleaners has been open-  
ed in the El Sobrante Shop-  
ping Center, Richmond, Cal.,  
under the management of Mrs.  
Vivian Stewart.

The plant of Service Cleaners,  
Childress, Tex., is being re-  
modeled by owner Lewis John-  
son.

Munday (Tex.) Cleaners has  
been sold by Joe Bailey King  
and Jerry Kane to Mr. and Mrs.  
M. H. Reeves.

SOUTH

EAST

Jackson County Dry Cleaners,  
McKee, Ky., has been sold by  
Burnis Dunsil to Joe Stanifer.

Mercer Dry Cleaners, Vine  
Grove, Ky., has been sold by  
H. R. Mercer to Wallace Mat-  
tingly, who will operate it with  
his son, W. T. Mattingly. Both

father and son are NICD grad-  
uates. Upon his return from  
the Army, Charles Mattingly  
will also be connected with the  
business.

Bowman Cleaners, Takoma  
Park, Md., has opened a new  
store on Howard Ave., Silver



### NEW NON-SLIP SURFACE

for SNA-PON... an added feature

**IT'S EASY TO PUT ON SNA-PON:**

50% easier to thread!

Just slide on and press down!

The famous non-pivot guard now with  
non-slip surface that decreases handling  
time even more! Soaps on any standard  
wire hanger... die-cut ends prevent  
pivoting... rigid fiber in tubular shape  
—stands more abuse. It's a completely  
new principle, fully patented.

SNA-PON is approximately 1/2"  
round. Packed 2500 to carton,  
shipping weight 40 lbs. Carton  
also is 24" x 16 1/2" x 15 1/2".



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## FULTON LIFE TIME—OIL OR GAS FIRED BOILER

### FAST STEAMING

Operating pressure in ten minutes.

### COMPACT

Requires less floor space.

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No more costly shutdowns and repairs.

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Yes,—I am interested in receiving your descriptive folder.

Plant.....

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City..... State.....

By..... N-6

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\* **Spix "SUPER SPOTTING AID"**  
• for wet cleaning or steam spotting  
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Mr. DRYCLEANER: Do you want to get out more spots? **AL-BEX is your answer...**  
Albumin holds in many spots... remove the albumin... and the spot comes out... that's what **AL-BEX** does.  
Comes in a handy dispenser bottle... stains can be removed without a re-run... saves time... saves money.

**MR. JOBBER...** Are you selling your share of **AL-BEX**... the spotter more dry cleaners are demanding... you don't have to service this one... just deliver on order, or we will drop ship.



**Spix PRODUCTS COMPANY**  
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## on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay...

### THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries). Durable bound in heavy duck with leather covers.....	\$ 5.00
No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries). Board covers, marbled binding .....	1.00
LOOSE LEAF BINDER .....	5.00
LOOSE LEAF SHEETS: 100 .....	2.50
ALL PRICES 250 .....	5.00
PREPAID 500 .....	9.00
1000 .....	15.00

Send orders with remittance to:

**NATIONAL CLEANER & DYER**  
304 East 45th Street, New York 17, N. Y.



Made Especially  
for Cleaners  
and Launderers

Highest  
Quality...  
**ARMA**

**Black Marking Ink**

- Penetrates Rapidly
- Quick Drying
- Absolutely Indelible

**PITTSBURGH TAG CO.**

1112-20 GALVESTON AVENUE  
PITTSBURGH 12, PA.

Spring. The new proprietors of the firm are Gordon L. Bowman and his mother, Mrs. Ruby Bowman.

Courtesy Cleaners, 605 Manatee Ave., W., Bradenton, Fla., has been bought by J. M. Rucker.

Johnny Frazier has opened the new plant of Snow White Cleaning Co. at 428 E. 70th St., Shreveport, La. Mr. Frazier, who is assisted by sons Hardy and Henry, also operates a plant at 1725 Southern Ave.

M. Escoubas, owner of Escoubas Cleaners and Dyers, 310 North West Ave., El Dorado, Ark., has built a new call office and storage plant at 211 W. Grove St., to handle expanded business.

NORTH

EAST



Ambridge (Pa.) Dry Cleaning Co., 705 Merchant St., has been purchased by George Ingram, owner of Majestic Cleaning Co., 1235 Merchant St. Mr. Ingram plans to manage both establishments under their original names.

Seward Weeks, in the operation of Stott's Dry Cleaners, Newark, N. Y.

Damage estimated at about \$40,000 by the owner, Joseph Lascari, was caused by a recent fire at Valley Cleaners, 95 Wolcott Ave., Torrington, Conn. The loss was covered by insurance. The fire apparently started in the boiler room.

Prompt Cleaners has been opened at Lafayette Ave. and Main St., Chatham, N. J., by W. H. Williams, Jr., who operates similar establishments in Westfield and Summit.

The new plant of Dover Laundry and Cleaners, Inc., has started operation at 411 S. Governor's Ave., Dover, Del. The concern was formed by a merger when the cleaning firm of Clements and Courtright purchased the Dover Laundry. A downtown branch is maintained at the former location of Clements and Courtright at 26 Lookerman St.

Vermont Cleansing Co., 274 N. Winslow Ave., Burlington, Vt., has received authorization to build laundry facilities.

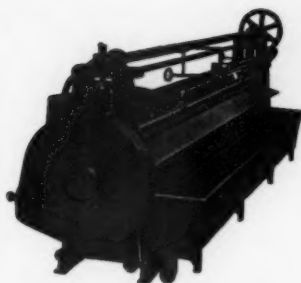
Stanley J. Hurrell has filed a business certificate for Central Cleaners, 385 Lowell St., Lawrence, Mass.

New drycleaning equipment has been installed by Ideal Cleaners & Launderers, 314 Main St., Manchester, Conn.

Earl R. Stott has taken into partnership his son, Paul, and

Arcade Dry Cleaners, Delaware Ave. and Fourth St., Laurel, Del., has been sold by Mr. and Mrs. J. H. Edie to Ernest O. Wheatley, W. Ryder Jones and J. Herman Noble, executives of Sunshine Laundry Corp. The plant will be managed by John B. Johnson, an NICD graduate.

Jack Rosenfeld, proprietor of Colonial Cleaners, 673 Main St., Woburn, Mass., has opened a cleaning plant in Belmont.



## BERTSCH & CO.

### The Bertsch Rug Wringer

#### REDUCES

Labor 70%  
Power 75%  
Dry Room Heat 80%  
Water use 75%

#### FACTS

Heavier materials  
Better materials  
Delivers more pressure  
Extracts more water  
Lower machine cost  
Long life  
Less maintenance  
than other wringers

CAMBRIDGE CITY  
• INDIANA •

Peter Pan Cleaners has moved to new quarters at 3907 Forbes St., Oakland, Pa. The establishment is one of 70 Peter Pan stores in the Pittsburgh area.

Damage estimated at \$4,000 was caused by a fire which started in the basement of Dorren's Dry Cleaners, 164 Joseph Ave., Rochester, N. Y. The cleaning business is owned by Harry Dorren and his son, Jack.

Sklute's, Inc., 77 Coryell St., Lambertville, N. J., has been sold by Jack Sklute, who established the business 32 years ago, to Joseph Hendelman and Samuel Lifshitz. The firm operates branches in New Hope and Newtown.

Springfield (Vt.) Dry Cleaners has moved to a new plant on Wall St. The firm is owned by two veterans, John Starinkok and Leslie Stankevich.

Frank Grehl Dry Cleaners, 1413 W. 21st St., Erie, Pa., has opened a new store at 26th and Parade Sts. The business is owned by Mrs. Frank Grehl.

Fonda Drycleaning, 1051 Main St., Stamford, Conn., has been opened by Douglass C. Fonda.

Royl Cleaners, Main St., Hudson, Mass., has been sold by Menelaos Royl to Donald Abramson.

Macey Capen has announced installation of a new filter at Capen Careful Cleaners, 3114-16 Hoffman St., Harrisburg, Pa.

Nu-Way Cleaners, Delmar, Del., has opened a branch on Central Ave., Laurel. The business is owned by Charles E. Palmer.

Sharron's Cleaners, Inc., has redecorated its Wellesley Hills Square store, Wellesley, Mass.

La Salle Cleaners, 619 La Salle St., Berwick, Pa., has added new equipment and opened two branch stores, in downtown Berwick and in Mescopack.

Frank's Dry Cleaners has moved to a new plant at 1811 W. Eighth St., Erie, Pa.

## DOMINION



## of CANADA

Cahill's has taken over the Burford, Ont., drycleaning establishment formerly operated by Burtols of Brantford. Mrs. Amy remains as manager.

Rand Service Stores has opened two new stores in Montreal, Que., at 1683 Laurier E. and 6194 Beurling Ave.

Brookshire Cleaners, Ottawa, Ont., has opened a new plant. The firm has establishments at 287 Bank St., 390 Dalhousie St. and 324 Laurier Ave.

West Prince Dry Cleaners has been opened on N. Main St., Alberton, P. E. I. It is owned by C. H. Weeks and operated by Albert Clarke.

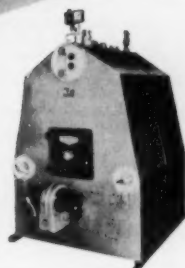
Bowmanville (Ont.) Cleaners has been sold by William Nelson to Jack E. Hawes and Edward Leslie.

Wilson's Cleaners has been established on Cavan St. Port Hope, Ont., by Russell Wilson and Ken Gillard.

SAVE  
WITH A

*Steam*  
VERTICAL WATER TUBE BOILER

You  
Know It's  
The Best  
Money Can  
Buy Because  
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Customer Complaints  
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CLEANING  
TROUBLES

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SOL-CLAR & BEAU-CLEAN

FILTER & CLARIFYING POWDER DRY CLEANING SOAP

They Give Perfect Results

SOL-CLAR & BEAU-CLEAN end dry cleaning headaches — insure highest quality work and satisfied customers. Make higher profits! Solve your cleaning problems as thousands of other successful plant owners have done.



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MURPHY  
SALES CO.

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 TOP QUALITY • INCREASED PRODUCTION • GREATER PROFITS



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 HAMMOND  
 STEAM TUMBLERS**

Here's a tumbler with features beyond comparison. Day after day it gives you fast, consistent drying that makes the profit in your plant go UP. Plant tests prove it is faster, easier on delicate fabrics. Built to last a lifetime.

Write for folder giving complete description of this remarkable tumbler.



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 LAUNDRY-CLEANING MACHINERY CO.  
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**offer... insured Moth-San  
 Mothproofing  
 AT NO EXTRA COST**



**SOLD ONLY BY**  
**HUNTINGTON LABORATORIES, INC.**  
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**PANTS POCKETING Spooled**

TRY IT! REPAIR DEPARTMENTS THAT USE IT CLAIM NOTHING COMPARES WITH IT!

- ★ ELIMINATES WASTE
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3 kinds . . . Ivory white, Pearl gray, Canvas twill  
 \$3.95 per 10 yard spool.

AVAILABLE NATIONALLY THROUGH DISTRIBUTORS OR  
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 RUIN YOUR BUSINESS?**

Whether your business is a partnership, a proprietorship or a close corporation, here's a booklet which tells you how you can protect your interests and the interest of your family in case of your death or the death of an associate.

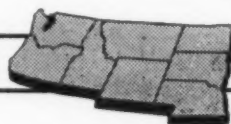
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Agreement — shows actual agreements, how they work, how they are set up, how they can prevent disastrous forced sale — shows how you can be sure that your share of your business will go to the right person. Address: National Life Insurance Company, Dept. B, Home Office, Montpelier, Vt.

**NATIONAL LIFE**  
 Insurance Company  
 VERMONT

**NORTH**



**WEST**

The new plant of Drive-In Cleaners has been opened at 844 S. Riverside Ave., Medford, Ore., by E. L. Crain and D. L. Gressett.

Dale and George LaDow plan to open Victone Cleaners in Sidney, Neb.

A new filter has been installed at Modern Cleaners, New Castle, Wyo.

Majestic Cleaners, St. Helens, Ore., has been sold by Mr. and Mrs. Bob Dickson to Wayne Forbes.

Mrs. Don Reis and Clarence Markovitz have taken over from Papillion Enterprises, Inc., operation of Papio Dry Cleaners and Laundry, Papillion, Neb.

V. L. Tourtelotte has purchased the interest of his former part-

ner, C. R. Colosimo, in Bert's Cleaners, Riverton, Wyo.

Stacey's Cleaners and Dyers, 1400 Main, Vancouver, Wash., celebrated its 20th anniversary by presenting orchids to 2,000 customers and passersby. Stacey's also operates 16 establishments in Portland, Ore.

Oregon Cleaners has been opened in the Denton Bldg., Redmond, Ore., by John O. Ramsey.

Cyril C. Fritz, an NICD graduate, has assumed management of the Ideal Cleaners branch plant at 238 N. Lincoln, Hastings, Neb.

Zephyr Cleaners has been opened at Laramie, Wyo., by owner O. L. Beneda, under the management of Howard Lemley. The business, formerly Tom Sawyer's Cleaners, was recently purchased from Mr. Sawyer.

**OBITUARIES**

Joseph Horcher, 63, plant manager and a director of the Chicago, Illinois, drycleaning firm of Black & Horcher, Inc., died April 21. He is survived by two sisters and a brother.

Jacob C. Jauch, 76, part owner of Westover Dry Cleaners, Cincinnati, Ohio, died recently. He is survived by his widow, a daughter, and a son, Elmer Jauch, his partner in the business.

C. C. Smith, 75, founder in 1902 of the C. C. Smith Cleaning and Dye Works of Rockford, Illinois, died April 27. Mr. Smith was a past director of the National Institute of Cleaning and Dyeing, one of the founders of the Institute school, and a former president of the Illinois and Rockford drycleaning associations. He was





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**Wet Cleaning Is Done With BIL-VIS-X**

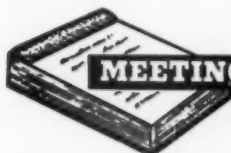
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SAVE 75% SOAP CONSUMPTION

also active in civic groups and was a member of the Masons and the Royal Order of Jesters. He is survived by a sister and three brothers.

Abraham Zonestein, 60, owner of a drycleaning establishment in Chicago, Illinois, died April 22. He is survived by a son and a daughter.



**MEETINGS SCHEDULED**

June 7, 8 and 9—California Drycleaners Association, Annual Convention, Fairmont Hotel, San Francisco.

August 11 and 12—NICD Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

September 17 and 18—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Chamberlin, Old Point Comfort.

October 19, 20 and 21—American Institute of Laundering, Annual Convention and Small Exhibit, Stevens Hotel, Chicago, Illinois.

October 25, 26 and 27—Pennsylvania Association of Dyers and Cleaners, Annual Convention.

November 24 and 25—Illinois State Cleaners and Dyers Association, Annual Convention, Pere Marquette Hotel, Peoria.

1952

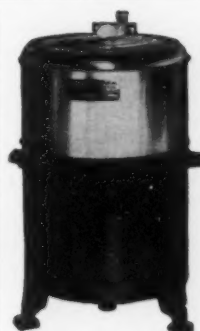
January 19, 20 and 21—National Institute of Rug Cleaners, Annual Convention and Exhibit, Hotel Statler, Boston, Massachusetts.

February 7, 8 and 9—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, St. Louis, Missouri.

February 16 and 17—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

February 22, 23 and 24—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, Joint Annual Convention, Omaha, Nebraska.

April 23, 24 and 25—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.



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This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

Executives may write today for free samples, on your company letter-head, and state your title.

(Because of the large cost of each sample, letters from individuals and postcard requests cannot be answered)

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NAME .....  
CITY .....

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Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

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**LAUNDRY PLANTS AND DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel: REpublic 9-3016. 1451-2

**CLEANING PLANTS**—All sizes—locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY**, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 28 years. 4154-2

**MODERN DRYCLEANING PLANT:** Oldest established cleaning business in busy industrial town of 15,000 population. Middle Tennessee, approximately 15 miles from new Air Center. Located in center of business district, on main street. Doing approximately \$20,000 annually, increasing monthly; price \$11,500 including 48 Chevrolet sedan delivery truck in excellent condition. **ADDRESS:** Box 3933, **NATIONAL CLEANER & DYER.** -2

**MODERN GARMENT DYEHOUSE—LOCATION BOSTON.** Yearly gross \$15,000—\$20,000. **PRICE \$11,500.** **ADDRESS:** Box 3950, **NATIONAL CLEANER & DYER.** -2

Established **DRYCLEANING** and **FUR BUSINESS** including vault. All modern equipment in renovated brick block. Gross business \$75,000. Upper New England Capital City. **ADDRESS:** Box 4039, **NATIONAL CLEANER & DYER.** -2

**FOR SALE: SOLVENT DRYCLEANING PLANT. CITY OF 50,000.** LOCATED WESTERN PENNSYLVANIA. ESTABLISHED OVER 50 YEARS. STRICTLY RETAIL. YEARLY GROSS \$150,000. EQUIPMENT AND PROPERTY IN EXCELLENT CONDITION. **PRICE \$85,000.** WILL SELL ALL OR BUSINESS AND EQUIPMENT AND LEASE PROPERTY WITH OPTION TO BUY. OWNER RETIRING. **ADDRESS:** BOX 4053, **NATIONAL CLEANER & DYER.** -2

**SOLVENT PLANT** in Southern New York town. All new equipment, two trucks and routes. 1950 gross \$30,000, steadily increasing. Living quarters. Will sell complete or sell business and equipment and lease building. Priced for quick sale. **ADDRESS:** Box 4065, **NATIONAL CLEANER & DYER.** -2

**CLEANING PLANT—OLD ESTABLISHED IN PHILADELPHIA.** YEARLY GROSS OVER \$50,000. ALSO \$5,000 STORAGE BUSINESS. 140F HOFFMAN UNIT, THREE PRESSES FULLY EQUIPPED. TWO TRUCKS ALL LESS THAN THREE YEARS OLD. \$32,500 HANDLES. LONG LEASE. **ADDRESS:** BOX 4059, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant, synthetic. About \$500 weekly volume. Room for expansion. Excellent location. Rent \$60. Prices \$1.35—\$1.50. New boiler, 1950 panel truck. All equipment excellent to new. Will sacrifice for \$15,000, \$10,000 will handle. Exceptional buy. Advance Cleaners, 810 West Lodi Ave., Lodi, California. 4139-2

**SOLVENT PLANT** in fast growing town in ARIZONA doing \$12,000 yearly. Established 5 years ago. Will sell with building or business alone. **ADDRESS:** BOX 4090, **NATIONAL CLEANER & DYER.** -2

**LIVE AND PROSPER IN ARIZONA'S IDEAL CLIMATE. PETROLEUM SOLVENT PLANT; LONG, LOW-RENT BUILDING LEASE, 6,000 POPULATION PLUS WILLIAMS AIR FORCE BASE, STABLE BUSINESS, TOP PRICES, NEW EQUIPMENT, TRUCK, \$25,000 LAST YEAR. OWNER RECALLED TO ARMED SERVICES. \$9,500 WILL HANDLE. WRITE BOX 836, CHANDLER, ARIZONA.** 4125-2

Solvent plant, fast growing section Virginia. Equipment excellent condition, four years old. Approximately \$37,000 yearly. Two late model trucks. Long lease, \$17,500. **ADDRESS: BOX 4141, NATIONAL CLEANER & DYER.** -2

**ONE OF THE BEST RETAIL SYNTHETIC CLEANING AND LAUNDRY ESTABLISHMENTS IN MID-MANHATTAN NEW YORK. (PLANT JUST REBUILT, ONE STORE, ONE TRUCK.) GROSSING \$150,000, EQUIPPED FOR DOUBLE AMOUNT. OFFERED FOR SALE FOR FIRST TIME. OWNERS RETIRING, EXCELLENT OPPORTUNITY FOR A COUPLE OF YOUNG EXPERIENCED OPERATORS. CASH REQUIRED ABOUT \$50,000. PRINCIPALS ONLY. ADDRESS: BOX 4148, NATIONAL CLEANER & DYER.** -2

Drycleaning solvent plant, Western New York. New Boiler, 1950 Chevrolet truck, other equipment in good condition, doing approximately \$20,000 annually. Price \$10,000, \$3,000 down. **ADDRESS: Box 4168, NATIONAL CLEANER & DYER.** -2

Two ultra-modern drycleaning plants for sale. Both plants are highly successful and considered best in the territories. Long established, doing retail business. One situated in Southern New Hampshire City for \$100,000—terms arranged; the other in Northern Massachusetts town near Boston and a college town, priced \$65,000—terms arranged. Buildings, land, etc., included. **ADDRESS: Box 4169, NATIONAL CLEANER & DYER.** -2

Modern synthetic drycleaning plant in Northern California for sale. \$50,000 annually, all retail, prices \$1.50, and up. Equipment less than 5 years old, reasonable rent. Price \$35,000. **ADDRESS: Box 4170, NATIONAL CLEANER & DYER.** -2

**LAUNDRY AND DRYCLEANING PLANT ON GULF COAST;** established over twenty years; sales around \$100,000, no encumbrances; room for expansion. Will lease, or sell interest, with or without real estate, to right man qualified to supervise—manage with limited assistance. Apply: Box 4171, **NATIONAL CLEANER & DYER.** -2

**SMALL MODERN SOLVENT PLANT MARYLAND,** established business located near several government projects. Grossed \$25,000 1950. Will sell business with or without building including 6-room apartment. Moderately priced. **ADDRESS: Box 4174, NATIONAL CLEANER & DYER.** -2

**OKLAHOMA—**where cleaning prices are protected by state law. Several choice cleaning and laundry businesses for sale. Wm. O. Bohnfeldt, 513 McBirney Building, Tulsa 3, Oklahoma. 4186-2

Established modern attractive solvent plant, COLORADO. Large volume—fully equipped. **ADDRESS: Box 4195, NATIONAL CLEANER & DYER.** 4195-2

## CLEANING PLANTS FOR SALE (Cont'd)

Synthetic retail store, fully equipped. 100% location, low rental, long lease. 85% cash and carry, price \$1.00 and up. Good opportunity for two people. Annual business \$50,000—Price \$50,000—Cash \$35,000, balance \$15,000 in terms. For more details write: Box 4188, NATIONAL CLEANER & DYER. -2

FOR SALE: FULLY EQUIPPED MERCURY PLANT. SOUTH-EARN CALIFORNIA. GROSSING \$35,000. DRIVE-IN. 50% COUNTER. \$45,000 INCLUDING BUILDING AND APARTMENT. \$30,000 DOWN. ADDRESS: Box 4190, NATIONAL CLEANER & DYER. -2

COLUMBUS, OHIO, Petroleum solvent plant, modern equipment, good condition, doing approximately \$100,000 annually. Six 1949 to 1951 trucks, and retail stores. Two synthetic cleaning machines. Nice buildings, real estate included in sale. Price \$75,000 cash. THOMAS R. NOGGLE, Broker, 823 Bruck Street, Columbus 6, Ohio. 4191-2

Modern, fully equipped, solvent plant. 150' x 90', established 25 years, large Northeastern Pennsylvania city, for sale. Annual volume in excess of \$100,000 with increased potential. Cold-storage vault included. Owner retiring. Lawrence D. Biele, 1332 Lincoln Liberty Bldg., Philadelphia 7, Pa. 4192-2

Modern synthetic drycleaning plant—Saugatuck, Michigan—fast growing community. \$18,000 down, \$11,000 balance, easy payments. This includes building equipment, trucks, real estate. Don't buy a plant before seeing this one. Also does heavy summer business when most places slack off. ADDRESS: Box 4194, NATIONAL CLEANER & DYER. -2

FUR STORAGE PLANT FOR SALE. Established, modern, including buildings, 50,000 sq. ft., capacity 140,000 coats. Gross business \$135,000; department store contracts. Lowest insurance rates in U. S. Practically BOMBPROOF. Other exclusive listings. Cleaning and fur storage. For approved buyer only. FRANK DEUTSCHER, 16 Court Street, Brooklyn 2, N. Y. PR 2-1332. 4197-2

SANITONE SOLVENT PLANT in northern Michigan, established 1922 under same management. Cleaning plant fireproof, built 1947. Equipment 95% new since 1948, including 2 trucks. Leading cleaner commanding top prices. This sale is one of the finest selection, must be seen to appreciate. Business can be bought separately with lease on property including up-to-date living quarters upstairs. (Reasons, retiring.) Will help to finance to responsible party. Service Shop, Hancock, Mich. 4200-2

One of the finest long established drycleaning plants in city of Fort Worth. Nearly gross \$60,000. Excellent name, location and equipment. Owner being recalled to armed services. Buyer will need \$10,000 cash and can pay balance out of large profit. Wonderful opportunity. P. O. Box 11094, Fort Worth, Texas. 4201-2

Drycleaning Plant. Largest and fastest growing Bluegrass City of Kentucky. Prosperous population of 90,000. All new modern equipment. Nice apartment for owner. Two fine locations at low rentals. Good reason for selling. \$29,000. CENTRAL BUSINESS EXCHANGE, 302-303 Central Bank Bldg., Lexington, Ky. Dial 3-1515. 4212-2

Solvent Plant in factory town, Indiana. Couple can handle, \$250 weekly. Can be financed if experienced. ADDRESS: Box 4216, NATIONAL CLEANER & DYER. -2

SOLVENT PLANT—40 miles northwest of CHICAGO. Only plant in town, \$40,000 volume, easily increased. Established 20 years, modern equipment, brick buildings, living quarters attached. Owner retiring. Prefer to sell with real estate, but will consider leasing. Exceptional buy. Write: BOX 4220, NATIONAL CLEANER & DYER. -2

## BUSINESS OPPORTUNITIES

### EXCLUSIVE FRANCHISES

A REVOLUTIONARY PRODUCT proven in hundreds of drycleaning plants. Once demonstrated a plant must buy. Your profit is high, yes, you can net over \$50,000. That's right, FIFTY THOUSAND THE FIRST YEAR. This is the opportunity you have been waiting for. DON'T HESITATE; INVESTIGATE TODAY. The area you want may be gone tomorrow. ADDRESS: Box 4208, NATIONAL CLEANER & DYER. -2

## CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

### WANTED TO LEASE

WANTED TO LEASE WITH OPTION TO BUY: MODERN DRYCLEANING PLANT IN GOOD LOCATION. CITY OVER 10,000 POPULATION DESIRED. ADDRESS: BOX 4114, NATIONAL CLEANER & DYER. -17

For lease with option to buy. Well equipped modern drycleaning plant. Doing at present \$28,000 annually. Prices \$1.25 up. Must be seen to be appreciated. Will make excellent offer to man of good reputation in this field. Write to Carl L. Ebert, 226 Ely Ave., Findlay, Ohio. 4189-17

WILL LEASE OR SELL, large-capacity wholesale plant; have 7 outlets leased out. Wonderful opportunity for aggressive men who know their business or for retail price operators. A. B. Cunningham, White House Cleaners & Dyers, Denver, Colorado. 4204-17

### PARTNERSHIP WANTED

PARTNERSHIP WANTED in established business on eastern Long Island. Have small cash with spotting and good management ability. ADDRESS: Box 4195, NATIONAL CLEANER & DYER. -9

### DYEING

SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a larger building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

QUALITY GARMENT DYEING FOR THE TRADE. 25 YEARS OF CONSECUTIVE, SUCCESSFUL SERVICE TO CLEANING AND LAUNDRY PLANTS EVERYWHERE. SHIP YOUR DYE WORK TO LOEBL'S FOR FAST COLORS AND BLOOMING SHADES. LABELS, LISTING BLANKS FURNISHED ON REQUEST. LOEBL DYE WORKS, INC., 346-350 W. SALEM AVE., ROANOKE, VA. 522-12

SENECA DYERS—EASY TO FINISH DYED WORK—TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the SENECA DYERS, 96 HAZELWOOD TER., ROCHESTER 9, N. Y. 1502-12

WHOLESALE GARMENT AND RUG DYEING. If it's quality work you are looking for in re-dyeing of garments and rugs, give us a trial. Send for price list and listing blanks. DETROIT DYE WORKS, 8088 East Forest Ave., Detroit 13, Michigan. 3751-12

AMERICA'S FINEST GARMENT DYEING: Serving several thousand CLEANERS FROM COAST TO COAST, wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade dyeing will prove an asset to your business. KRAN-MER is a money maker for the cleaner. Send us a trial and be convinced. KRAN-MER DYE HOUSE, 2435 North Third Street, Milwaukee, Wisconsin. 4098-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Illinois. 4157-12

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. HUBBARD CLEANING SCHOOL, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Penna. 3974-15

## SITUATIONS WANTED

**MANAGER or SUPERINTENDENT:** AVAILABLE, Forty-nine years of age. Twenty-five years experience in the cleaning industry including supervision and plant management. Thorough knowledge of costs and productive methods. ADDRESS: Box 4127, NATIONAL CLEANER & DYER. -5

**SILK SPOTTER:** Capable of assuming responsibility and training of help. 25 years experience cleaning and spotting. Prefer petroleum solvent type plant. Available. ADDRESS: Box 4128, NATIONAL CLEANER & DYER. -5

**PLANT MANAGER, N.I.C.D.** graduate, general and management courses. Wide experience. Can do the job for you. ADDRESS: Box 4183, NATIONAL CLEANER & DYER. -5

**Silk Spotter**—interested in good-paying job in first-class solvent plant. Eighteen years' actual experience in all phases of drycleaning. Can train help. Age 41, sober and reliable—family. ADDRESS: Box 4185, NATIONAL CLEANER & DYER. 4185-5

**MANAGER**—39 years old, desires permanent position in quality plant. Eighteen years' experience with one company. Capable of operating and instructing in all phases of the business. Well qualified in production, sales and customer relations. Married, sober, honest and reliable. Write: Robert Q. Davis, R. D. #2, Box 284, Millsboro, Delaware. 4193-5

**SPOTTER FIRST-CLASS.** Silk spotter with many years practical experience in petroleum solvent plant, capable of assuming responsibility of entire plant operation. Wants steady position with good retail concern. Remuneration expected above average. ADDRESS: BOX 4199, NATIONAL CLEANER & DYER. -5

**TO THE ALLIED TRADES: CAN YOU USE AN N.I.C.D. GENERAL COURSE AND MANAGEMENT COURSE GRADUATE? AT PRESENT AM GIVING FULL TIME TO MY OWN PLANT. HOWEVER AM DESIROUS TO TRAVEL AND TALK TO SMALL PLANT OWNERS AND HELP SOLVE THEIR PROBLEMS WHILE REPRESENTING AN ESTABLISHED AND REPUTABLE ALLIED TRADESMAN. PREFER CHICAGO AREA AND SURROUNDING STATES, BUT WILL CONSIDER OTHERS. ADDRESS: BOX 4203, NATIONAL CLEANER & DYER. -5**

Working Superintendent or Manager—first-class silk spotter with expert knowledge of successful wet cleaning. Capable of taking over complete management, responsibility, and training of help. References, NICD graduate, married, sober and dependable. Prefer position in Florida. Would be willing to invest money in the business. ADDRESS: Box 4205, NATIONAL CLEANER & DYER. -5

**A-1 LAUNDRY-DRYCLEANING SUPERINTENDENT.** Can train in every department, pleasant, white, American. Best references, age 45, married, sober, steady. Prefer SOUTH AMERICA or EUROPE. ADDRESS: Box 4206, NATIONAL CLEANER & DYER. -5

## SALESMEN WANTED

**WEST COAST SALESMAN** calling on laundry and cleaning plants. We want **ONE GOOD MAN** who can add to his line a nationally known, easily sold item. **HIGH COMMISSION RATE.** Replies will be held in strict confidence. Write: Box 4187, NATIONAL CLEANER & DYER. -14

**Salesman** with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

**Technical salesman** to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

**SALESMEN:** Calling on drycleaners. We have the **HIGHEST RATED MOTHPROOFING PRODUCT** of its type on the market. Here is an opportunity to add a fast-moving repeat item to your line. Liberal commission. Replies kept confidential. **SIGNAL CHEMICAL MFG. CO., CLEVELAND 4, OHIO.** 4196-14

## AGENTS WANTED

**DISTRIBUTORS FOR MUCH NEEDED APPLIANCE FOR PRESSING MACHINE IMPROVEMENT, CALLED PERMA PRESS. CHOICE TERRITORY OPEN AT PRESENT TIME ALL OVER THE COUNTRY. BIG INCOME FOR RIGHT PARTY. NO INVESTMENT NEEDED. GEM CHEMICAL PRODUCTS CORP., 300 W. 53rd ST., NEW YORK CITY, N. Y.** 4215-18

## HELP WANTED

Quality Drycleaner needed who can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N. I. C. D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. ADDRESS: Box 3930, NATIONAL CLEANER & DYER. -7

**EXPERIENCED WORKING MANAGER** to assist Superintendent of quality drycleaning plant with a view to taking over complete management within few years and possible interest in business. Metropolitan New York City area. Excellent opportunity for man with initiative and intelligence. Replies held strictly confidential. Give full details in first letter. ADDRESS: Box 4013, NATIONAL CLEANER & DYER. -7

**DRYCLEANER AND SPOTTER:** Quality essential. Over draft age. Medium-size petroleum solvent retail plant. State qualifications, references and salary expected. Verbeyst Cleaners, Tulane Street, Princeton, N. J. 4075-7

**DRYCLEANING SUPERVISOR:** We are looking for an energetic young man for supervisory work in our drycleaning department. Must be thoroughly experienced and able to train in all phases of the business. This position will pay well now and has an excellent opportunity for the future. Crescent Laundry and Cleaning Co., 1215 Harrison Street, Davenport, Iowa. 4144-7

**WORKING SUPERINTENDENT** for an exclusive quality 40 year old cleaning plant now in new building with new equipment. Rare opportunity for an experienced, capable man to take full charge of finishing department employing about 40 people. Must know every phase of cleaning work; supervise and instruct in finishing, spotting, etc. Top salary and secure future for right man. Explain in detail, experience, age, family and photograph. Central Illinois location. ADDRESS: Box 4163, NATIONAL CLEANER & DYER. -7

**EXECUTIVE MANAGER FOR LARGE WHOLESALE DRY-CLEANING PLANT IN THE VICINITY OF PHILADELPHIA.** CAN EARN \$10,000 PER YEAR OR MORE. PRESENT OWNER IN ILL. HEALTH AND MUST RETIRE. APPLICANT MUST BE FINANCIALLY INTERESTED. GEM CHEMICAL PRODUCTS CORP., 300 W. 53rd ST., NEW YORK 19, N. Y. TEL: JUDSON 6-3139. 4177-7

**SILK SPOTTER,** one who has some knowledge of lot system. Solvent plant, 26 years in business. Most modern plant here and doing third largest volume. Will explain more to one who answers this ad and will pay fare one way. **CRESCENT CLEANERS, SOUTH 303 WALNUT, SPOKANE, WASHINGTON.** 4178-7

**DRYCLEANING SUPERINTENDENT:** Large Eastern plant. Submit qualifications and experience. ADDRESS: Box 4181, NATIONAL CLEANER & DYER. -7

Permanent position for one wool spotter, one wool finisher and one silk finisher. Excellent working conditions, good salaries and good hours. **PEERLESS DRY CLEANERS, 614 East Center Street, Marion, Ohio.** 4180-7

**GARMENT DYER**—Must be experienced on sample colors and manage wholesale garment dyeing plant. Give full information, salary and experience. Replies held strictly confidential. ADDRESS: Box 4207, NATIONAL CLEANER & DYER. -7

**EXPERIENCED PRESSMAN,** start at \$60 per week; \$65 at end of six months; \$70 within one year. Must be expert. Steady employment. Job in Idaho, wonderful climate. Give experience and background in first letter. Write: Box 4219, NATIONAL CLEANER & DYER. -7

**EQUIPMENT DIVISION MANAGER:** Southeastern distributor of laundry and drycleaning supplies and equipment desires able man to manage Equipment Division. Have full line of leading laundry and drycleaning equipment. Require man free to travel and assist in sale of equipment in any part of territory; also, manage Equipment Service Department. Good future for right man. Reply stating age, experience in detail, family status, health and if convenient, furnish photograph. ADDRESS: Box 4222, NATIONAL CLEANER & DYER. -7

Wanted—Working foreman and silk spotter for petroleum plant in beautiful, cool Colorado Springs doing \$2,000 weekly business. Top pay for right man. Write qualifications, salary expected and phone number so we may call you, to Rocky Mountain Business Service, 7½ E. Bijou, Colorado Springs, Colorado. 4223-7



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The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "BERGER DAMAGE REWEAVING COMPANY," 666 Madison Avenue, New York City 21, Dept. O. 148-29

**REWEAVING, ONE DAY SERVICE:** Cigarette burns, moth-holes, tears, spots in garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

**A. A. A. WEAVING SERVICE.** Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

**RE-WEAVERS SINCE 1920.** Send us your next damaged garment or ask for price-list. **FRENCH TEXTILE CO., 432 AVENUE "A," ROCHESTER, N. Y.** 153-29

**RE-WEAVING—Saves and renews damaged garments.** Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 New Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052.** 1629-29

**HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS.** Original French weaving, reweaving, spotting, invisible mending. Holes, burns and tears expertly re-woven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 3130-29

Do you want larger re-weaving profits? Burns, tears, moth-holes re-woven in all materials. Service 1 day on most jobs. Lowest prices. We specialize in wholesale work. We pay return postage. Satisfaction or your money back. Write for free signs and price lists. **THRIFTY WEAVERS, 310 St. Clair St., Toledo, Ohio.** 3769-29

**"40% PROFIT WITHOUT INVESTMENT."** Send us garments with burns, rips, holes to be skillfully re-woven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

**WHAT IS REWEAVING?** It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1950. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

**PAULSON'S REWEAVING, QUALITY WORKMANSHIP by SKILLED OPERATORS** backed by over 15 YEARS EXPERIENCE and **MONEY BACK GUARANTEE.** Wholesale prices. Return postage paid. Easy to use measuring scale, "no figuring to do." Display poster on request. Estimates furnished if desired. Prompt service. A trial order will convince you. Mail your orders to our shop nearest you. **PAULSON'S REWEAVING, 418 7th St., DES MOINES 9, IOWA,** or Independence Bldg., **COLORADO SPRINGS, COLORADO.** 4003-29

## REWEAVING (Cont'd)

**FREE SALES KIT—**Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH-WEAVING-OVERWEAVING-STOTING-RE-KNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE, 17 N. State St., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service."** 4158-29

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**YOU CAN DO INVISIBLE REWEAVING RIGHT IN YOUR OWN PLANT** with our sensational new method of instruction. This is NOT just a "needle and instruction-sheet"—but a complete, detailed and professional guide that can make an expert reweaver out of any employee in your plant. Our course consists of a teaching manual that is the result of years of study, experience and improvement—with every step perfectly illustrated. **INCLUDED** is the necessary precision-made reweaving implement. With our **INSTRUCTION MANUAL** and **FULLY GUARANTEED EQUIPMENT** you can offer **INVISIBLE REPAIRS** of cuts, burns, tears; save the time of sending these jobs out, make the extra profit of doing it yourself and pay for the manual with your first few jobs. The manual of instructions complete with all necessary tools is only \$35—a fraction of what personal training would cost. Order today.

**L. Kletnick & Co., Dept. 4, 8342 S. Prairie Ave., Chicago 19, Ill.** 3118-23

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$12 each. Replacement points, \$6 each. **National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut.** 2776-23

We teach re-weaving by mail. Simple comprehensive instructions. New all-metal weaving instrument. Send for complete particulars. **F. S. Peters, 2326 Izard St., Little Rock, Arkansas.** 3594-23

**LEARN REWEAVING.** Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French Weaving \$15. Advanced French Weaving \$10. Piece Weaving (includes two instruments) \$10. Our simple, illustrated instruction sheet on Piece Weaving (overweave, inweave, etc.) plus one instrument, only \$3. All the texts and two instruments \$30. **E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio.** 3880-23

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**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 155-25

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, Rahns, Pennsylvania.** 3635-25

**AT LAST!** Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: **C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio.** 4132-25

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**WE GOT A LITTLE TIRED** of being cramped for space, so we moved again, this time into a plant which will be large enough for all the fur work our dryer friends have been sending us, and, we hope, will continue to send us. Our **FUR SERVICES TO YOU** remain the same: **REPAIRS AND REMODELS** to order. **FUR CONVERSIONS** from our own plant, **PURCHASES AND REPRESENTATION** on commission, plus expert **CONSULTATION** service. Come up and see us when you're in New York. Our **NEW BOOKLET** will be off the press this month. Write for it to **DAVID G. KAPLAN, c/o KATR FURS (the cleaners and dyers fur service), 8th Floor, 146 West 29th Street, New York City. CH-4-0093.** 3961-34



## MISCELLANEOUS

**MAKE CLOTH COVERED BUTTONS AND BUCKLES.** Serve your customers and save headaches. MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill. 147-8

**PADS, COVERS, FLANNELS** for laundry and drycleaning presses. Write for price list. **FRANKLIN TEXTILE MILLS**, Dept. N., Franklin Park, Mass. 3127-8

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A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAILED INDEX. ORDER ONE NOW. PRICE \$3.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-8

**TALON ZIPPERS** for trousers, \$1.80 per doz., lumberjackets, skirts, dresses. **TAILOR TRIMMINGS**, linings, buttons, pocketing. **ALL SEWING ROOM SUPPLIES**. **NASSAU NOTION-HOUSE**, NASSAU, N. Y. 3748-8

**CLEANER VERSES** with cartoon illustrations will add interest to your newspaper advertising and put **DOLLARS IN YOUR POCKET**. Save your time. Build more Good-Will. Series of 52 advertisements now ready. For complete information write: **LIL-AD FEATURES, R.F.D. 3, SANTA ANA, CALIFORNIA**. 3944-8

**COMMON SENSE INCENTIVES** for the small plant. A new book written for drycleaners by two drycleaners. Better plant operation. Lower productive labor cost. Easy to understand. Work sheets, piece rates, etc., illustrated and explained. Price \$5.00 cash or COD. Order from **Common Sense Incentives**, Post Office Box 562 A, Sheboygan, Wisconsin. 4038-8

Free sample of **DIGESTIT**, a concentrated, quick acting digestive agent, sent on request. You will probably save \$2.00 to \$3.00 per pound by using **DIGESTIT**. **Riverside Manufacturing Company**, 4919 Connecticut St., St. Louis 9, Mo. 4084-8

**FLAMEPROOFING CHEMICALS:** Q R S Chemicals are different. Treated fabrics look and feel the same as untreated fabrics. Write for free catalog. **Q R S NEON CORPORATION**, Chemical Division, 170 North Halstead, Pasadena 8, California. 4112-8

Free sample of **WETSPRO** sent on request. **WETSPRO** is an outstanding paint, oil, and grease remover for use in wet spotting or wet scouring. Removes many other stains including shoe polish and grime around cuffs and pockets. Send for your working sample today. **Riverside Manufacturing Co.**, 4919 Connecticut Street, St. Louis 9, Missouri. 4129-8

**SPOTTERS, IMPROVE YOUR WORK . . . AMAZING SUPER-MASTER COPYRIGHTED SAFETY SPOTTING GUIDE. WITH NINE CHEMICAL SPOTTING KIT . . . REMOVES 95% SPOTS, FORMERLY PASSED UP . . . DEVELOPED BY AN EXPERT, FROM OVER A QUARTER CENTURY PRACTICAL EXPERIENCE . . . FREE DETAILS. NATCO, 2507 N. 29TH ST., PHILADELPHIA, PENNA. 4182-5**

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One New 25 H.P. Cyclotherm oil-burning boiler complete with automatic feed and condensate return units. Used one month. **Waterville Textile Mills**, Waterville, New York. 3971-36

**20 HORSEPOWER CYCLOTHERM STEAM GENERATOR. LESS THAN 4 YEARS OLD. VERDICCHIO CLEANERS, MECHANICVILLE, N. Y. 4040-36**

**FOR SALE:** 5 H.P. gas-fired horizontal, completely packaged, insulated **KISCO BOILER** in TOP condition with complete automatic controls. Real buy at \$295 F.O.B. Reason for selling—needed larger boiler. Write: **Jayhawk Cleaners**, 626 West 9th St., Lawrence, Kansas. 4143-36

**Powermaster 15 HP** packaged oil-burning steam generator. Used 2½ years. **Colonial Cleaners, Inc.**, So. Portland, Me. 4184-36

## MACHINERY WANTED

**WANTED: USED "HOFFMAN" UTILITY PRESSES**, any model, any amount, located Texas near Mexican border. Address offers to: "M.A.T.S.A.", Dr. Pasteur 113, MEXICO, D. F., MEXICO 4047-3

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## SERVING READERS

### FIRST—

### FIRST HAND

How do NATIONAL's editors find out what readers think of their magazine? How do they keep informed on reader reaction and activity, on industry interests and service needs, on technological advances?

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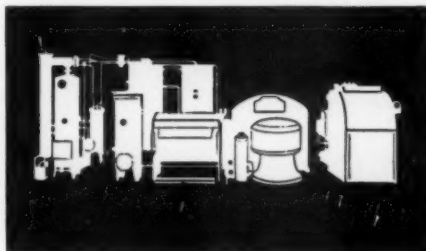
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